

## **Annotation**

My bachelor thesis describes the concept of celebrity marketing, which is a tactic featuring well-known personalities to offer an endorsement of a product. I will look into the concept of celebrity marketing and describe what are the criteria that a brand should follow when selecting a suitable celebrity. Moreover, I will outline reasons that lead to growing representation of sportswear companies in the fashion industry. Given the scope of my bachelor thesis, I decided to focus on the female market only, which has been growing much faster than the male market in recent years. To conclude the theoretical part of the bachelor's thesis, I will present several reasons that motivate sportswear companies to further focus on the segment of women's fashion.

In the descriptive part, I will introduce Nike, Puma and Adidas brands. I will briefly present the history and current position in the market of each brand. Then I will explain each brand's marketing strategy to target women and name global celebrities that Nike, Puma and Adidas did collaborate with from 2014 to 2017. I will only focus on women celebrities who do not do sport for a living. To sum up the descriptive part, I will present the outcomes of each of the collaboration.

In the practical part, I will carry out an online quantitative questionnaire survey to find out the awareness of the target group about Nike, Puma and Adidas collaborations with celebrities among women in the Czech Republic. I will collect data through self-administered questionnaires. I only determined women as my target group because majority of collections promoted by celebrity endorsers were designed solely for the women's market.