

Annotation

The objective of this theses is to help find a way of building and measuring brand equity in a specific environment of theatre institutions. Chosen objectives are achieved by confronting the theoretical bases of building brand equity and the practice performed by theatre institutions, which was identified through semi-structured interviews with the marketing managers of 5 selected institutions. The result is a series of general recommendations for individual brand equity subcategories: loyalty, awareness, perceived quality and brand associations. Theatre institutions should apply strategic brand thinking, use appropriate branding tools regarding their financial and time possibilities, target audiences, and artistic leadership. They should focus on identifying the core audience, developing and promoting audience loyalty, managing the interaction of audience and employees as brand representatives, establishing a positioning and use it in communication, extending a brand to other communication channels, on the quality of the services, achieve harmony between audience associations and the brand concept. These recommendations may be adapted by theatre institutions and used to build brand values more effectively.