

Abstract

The bachelor thesis examines marketing and communication outcomes of the cryptocurrency exchange Crypto.com at major sporting events between the years 2021 and 2022. Since the issue of cryptocurrencies and blockchain is not generally known at present, the theoretical part of the thesis is devoted to this topic. In the initial three chapters, I present, according to the market capitalization parameter, the main cryptocurrencies that Crypto.com has in its portfolio. Part of the excursion into the world of virtual currencies is also an insight into the nature of the blockchain and its potential use in marketing. The practical part is represented by a content study that analyzes media and sponsorship partnerships between Crypto.com and brands in the field of professional sports. Individual fragments are analyzed primarily in connection with Morning Consult's research, which examined the relationship of sports fans with cryptocurrencies and blockchain. In the second part of the research, the advertising outputs of the 2022 Super Bowl cryptocurrency exchange competitors and their impact on the current competitive market position are described. The thesis concludes with suggestions and findings that arise from the stated research questions.