

Abstract

Title: Brand archetypes of TOP czech athletes

Objectives: The aim of this work is to determine the brand archetypes of the TOP 10 czech athletes.

Methods: The bachelor thesis uses a combination of quantitative research with elements of qualitative methods. Electronic questioning was chosen as the most appropriate way to obtain the necessary information from Generation Y. The questionnaire survey involves first demographic data and then projective techniques – the respondent assigns colours to each athlete's brand based on the emotions the athlete evokes. Subsequently, brand archetypes are assigned to each athlete's brand based on the psychology of color and the limbic model.

Results: Determining athlete brand archetypes using projective techniques based on color psychology is feasible. However, it has been found that in order to determine brand archetypes, it is necessary that the research population knows the athlete in question. For the athletes that the research set did not know, it was not possible to determine the archetype - for Vít Přindiš and Jakub Vadlejch. For Jakub Vadlejch, however, it was possible to determine at least the dimensions in which the archetype of the athlete could be located. Ester Ledecká was assigned the archetype of the Innocent. To Barbora Špotáková the archetype of the Lover. Other athletes were associated with combinations of basic archetypes - a pair of female athletes B. Krejčíková and K. Siniakova with the combination of Clown and Innocent, Martina Sáblíková with the combination of the archetype Innocent and Lover and Adam Ondra with the combination of Explorer and Innocent.

Keywords: archetype, sports brand, brand personality, brand image