

Abstract:

This bachelor thesis examines the rebranding of SK Slavia Prague in 2022, with a focus on the opinions and perspectives of supporters on the new visual identity. Although the change of visual identity was positively welcomed by professionals, Slavia Praha did not publish any investigation to confirm or refute whether this was the same for the target group in the form of fans. This thesis consists of three parts – the theoretical background, branding of sports clubs and the research, which first provide an insight into brand management issues and then describe in more detail the branding of selected sports clubs from home and abroad, including rebranding of SK Slavia Prague in 2022 and its influence on marketing communication of the club. The research section presents a description of the research and a presentation of the analysis of the results, which were conducted using an open coding method after individual in-depth interviews. In the discussion, the author provides insight into the perception of the new identity by the primary target audience of the club's communication and also presents recommendations for further club communication. The research findings indicate that the target group received the rebranding positively and thus the rebranding met the club's stated objectives.