

## **Abstract**

Influencer marketing is nowadays a very widespread and powerful tool used especially on social networks to implement marketing strategies. This paper discusses the use of influencer marketing in connection with the PRIME brand of beverages based on just two influencers.

The thesis includes a description of the other marketing communication activities of this brand with an emphasis on sports sponsorship and collaboration with athletes. An analysis of the brand's competition in the United States has been conducted and reasons have been given for the brand's decision to target European sports clubs in particular.

The aim of the thesis was to present the success the brand has gained in its short existence in the foreign market and to compare it with the general perception in the Czech market. The effect of influencer marketing and other communication tools of the brand on the Czech consumers, the awareness of the brand founders and the perception of the products offered were investigated using an anonymous quantitative online questionnaire survey conducted on 100 respondents.

As a result, it was found that the Czech market is familiar with both brand founders and influencer marketing has an effect on 66% of all respondents, however, other communication tools of the brand do not have the desired effect on Czech consumers. It was also found that the products of this brand are not very successful with Czech consumers as only 33% of the respondents have tried the product, this was mainly due to the taste and price of these products.