

Abstract

This bachelor's thesis focuses on analyzing the marketing communication strategies of Western and Eastern esports organizations, emphasizing two leading teams, G2 Esports and T1, as representatives of each region. The main goal of the work was to understand and describe how these organizations adapt their marketing strategies to resonate with culturally diverse fan bases. The research employed both qualitative and quantitative methods, including content analysis on social media and interviews with team representatives linked to their strategic communication. The study revealed that while G2 Esports prefers informal and humorously toned communication, T1 focuses on professionalism and content quality. This work emphasizes that understanding cultural nuances is crucial for successful global communication and can significantly contribute to better fan engagement and the growth of esports brands on an international scale. The results of the thesis offer insights and recommendations for esports teams on how to effectively reach and maintain a global audience in the competitively saturated esports environment.