

Abstract

The thesis "Strategic communication of Crossfit: fulfilling the brand discourse through the eyes of Czech Crossfit athletes" deals with a qualitative analysis of brand perception by individuals participating in CrossFit. From a theoretical point of view, it covers the explanation of the concept of brand and also looks at the models that are used in brand making and branding. It also focuses on brand communities, their specificities and their contribution to brands. CrossFit, the history of branding and other essentials that CrossFit presents are then specified in detail. This includes the gym environment and specific training regimen. The available analyses of the brand's communication are also outlined. Part of the theoretical background includes an overview of the CrossFit community from previous analyses. Through semi-structured interviews on brand communication, competitive advantages and differences from other sports and the CrossFit community being an integral part of the brand, the dimensions of branding used were unravelled. Through individuals' experiences with the brand, the thesis aims to identify the factors that contribute to the success of the brand in the sporting area, as well as how the brand impacts the individuals themselves. Thus, attention is also paid to the impact of the brand on the individual's psyche and life as a whole. Interviews show that the brand works very intensively with both the brand community and individual members. The emphasis is on values that permeate the brand hierarchically and are communicated to members through their experience.