

ABSTRACT

Title: Archetypes perception of Czech hockey extraleague teams

Objectives: The aim of this thesis is to find out what archetypes Czech hockey fans assign to specific teams of the Czech Extraliga in the 2023/2024 season.

Methods: The basic element of the bachelor thesis was marketing research focused on the perception of brands of teams that participated in the Czech Extraliga in the 2023/2024 season. This research was conducted through electronic interviewing. The theoretical part of the thesis is based mainly on the analysis of available literature on the theory of archetypes, their use in the marketing of organizations and the concepts needed for understanding the whole issue. Projective techniques were applied in the analytical part, specifically methods of personification and visualization.

Results: Long-term successful teams have one main archetype, e.g. HC Oceláři Třinec. Other teams with average performances tend to one or more archetypes, e.g. HC Vítkovice Ridera.

Keywords: Ice hockey, fans, branding, Extraliga