

The bachelor thesis „Adidas and Puma brands in the years 2006-2008 : comparative study “ deals with comparing the positioning and communication activities of Adidas and Puma sport brands in the years 2006-2008 in both Czech and Global market for sporting goods. Their Sharp origin and history is reflected in the production and marketing communication of brands that belong to the leaders in the sports industry and sponsorships. The first two parts deal with representation of brands Adidas and Puma and their inception, describe the primary plans of Dasslers brothers (in later years the founders of the surveyed companies) to build up a family factory of sports shoes, their conflicts and the following separation. From a historical perspective it examines the progression of advertising and visual appearance of those two brands. The third section examines the definition of marketing communication mix tools, rivalry and market environment at a given time period, defining the quality of brands in the minds of consumers and its permanent building up. In this part the method of comparison is used to analyse the spots and print advertising campaigns from 2006 to 2008 is to find out and then define the interaction between those two rivals on the sports field industry and the message referring to their common roots.