

## **Abstract**

The diploma thesis “Brand Building of Freestyle Brands on the Example of Quiksilver” deals with the brand Quiksilver, its origin, development, global agency, its place on the Czech market and marketing strategies. The first part of this thesis covers the issues incorporated within the market of freestyle brands, their development and cultural environment in which they were formed. Furthermore, the term "freestyle brand" is introduced and its meaning is explained. In addition, a historical background of Quiksilver is provided. The brand's global importance is also described, starting with the sewing of the first shorts of Quiksilver in Torquay, Australia and moving to Huntington Beach, California, and subsequent global expansion. Quiksilver was originally a small local company, and gradually developed and expanded its product line to become one of the largest multinational companies in the field of freestyle brands. This thesis depicts Quiksilver's marketing activities on the global and the Czech market, where it has been around since 1991. This section describes event marketing, advertising and sales promotion, and provides an evaluation alongside these descriptions. In this study the method of descriptive analysis was used. Research using an electronic public survey on the brand's popularity among the young Czech generation was used. In conclusion, the strategy and success on the Czech market of Quiksilver is evaluated, based on the evaluation of the brand's target audience, including suggestions for improvement.