

Title:

A presentation of brand in the nutritional supplements area by using PR article

Summary:

The bachelor thesis is divided into two parts – a theoretical part and a practical part. In the theoretical part is definition of the concept of brand and it also describes its values and benefits. There are definitions of sports marketing, sports advertising and public relations in other parts of the theoretical part. The theoretical part also contains characteristics of media and the ways of communication with them. The practical part deals with characteristics of the NUTREND brand and SWOT analysis as well. Key topic of the practical part is an analysis of PR activities of the company and its competition and also description of using PR article for its presentation. The goal of the work is an analysis of the PR activities benefits for the brand presentation and also to submit some proposals to make the communication with media more effective for creating a positive brand image.

Keywords:

- Brand;
- Public relations;
- Advertising;
- PR article