

An Innovation in the Marketing Communications Strategy for the Brand 34R BMX

Martin Koňářík

Bachelor Thesis
2013



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav anglistiky a amerikanistiky
akademický rok: 2012/2013

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Martin KOŇAŘÍK**
Osobní číslo: **H110055**
Studijní program: **B7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**
Forma studia: **prezenční**

Téma práce: **Inovace marketingové komunikační strategie značky
34R BMX Company**

Zásady pro vypracování:

Teoretická část

Zpracujte kritickou literární rešerši vztahující se k danému tématu.

Praktická část

Charakterizujte značku 34R BMX Company.

Analyzujte marketingovou komunikační strategii značky 34R BMX Company.

Navrhněte inovaci marketingové komunikační strategie značky 34R BMX Company.

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Blažková, Martina. 2005. Jak využít internet v marketingu. Praha: Grada.

Hesková, Marie. Štarchoň, Peter. 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica.

Kotler, Philip. c2006. Marketing management: twelfth edition. Upper Saddle River, NJ: Pearson Prentice Hall.

Kotler, Philip. 2007. Moderní marketing. Praha: Grada.

Mooij, Marieke de. c2010. Global marketing and advertising: understanding cultural paradoxes. Third edition. Los Angeles: SAGE.

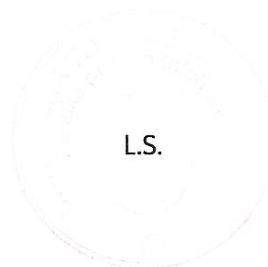
Vedoucí bakalářské práce: **doc. Ing. Miloslava Chovancová, CSc.**
Ústav managementu a marketingu

Datum zadání bakalářské práce: **30. listopadu 2012**

Termín odevzdání bakalářské práce: **3. května 2013**

Ve Zlíně dne 29. ledna 2013


doc. Ing. Anežka Lengálová, Ph.D.
děkanka




PhDr. Katarína Nemčoková, Ph.D.
ředitelka ústavu

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby ¹⁾;
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 ²⁾;
- podle § 60 ³⁾ odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 ³⁾ odst. 2 a 3 mohu užít své dílo – bakalářskou práci - nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že

- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval samostatně a použitou literaturu jsem citoval. V případě publikace výsledků budu uveden jako spoluautor.

Ve Zlíně 26. 4. 2013


.....

1) zákon č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, § 47b Zveřejňování závěrečných prací:

(1) Vysoká škola nevydělečně zveřejňuje disertační, diplomové, bakalářské a rigorózní práce, u kterých proběhla obhajoba, včetně posudků oponentů a výsledku obhajoby prostřednictvím databáze kvalifikačních prací, kterou spravuje. Způsob zveřejnění stanoví vnitřní předpis vysoké školy.

(2) *Disertační, diplomové, bakalářské a rigorózní práce odevzdané uchazečem k obhajobě musí být též nejméně pět pracovních dnů před konáním obhajoby zveřejněny k nahlížení veřejnosti v místě určeném vnitřním předpisem vysoké školy nebo není-li tak určeno, v místě pracoviště vysoké školy, kde se má konat obhajoba práce. Každý si může ze zveřejněné práce pořizovat na své náklady výpisy, opisy nebo rozmnoženiny.*

(3) *Platí, že odevzdáním práce autor souhlasí se zveřejněním své práce podle tohoto zákona, bez ohledu na výsledek obhajoby.*

2) *zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 35 odst. 3:*

(3) *Do práva autorského také nezasahuje škola nebo školské či vzdělávací zařízení, užije-li nikoli za účelem přímého nebo nepřímého hospodářského nebo obchodního prospěchu k výuce nebo k vlastní potřebě dílo vytvořené žákem nebo studentem ke splnění školních nebo studijních povinností vyplývajících z jeho právního vztahu ke škole nebo školskému či vzdělávacího zařízení (školní dílo).*

3) *zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 60 Školní dílo:*

(1) *Škola nebo školské či vzdělávací zařízení mají za obvyklých podmínek právo na uzavření licenční smlouvy o užití školního díla (§ 35 odst.*

3). *Odpírá-li autor takového díla udělit svolení bez vážného důvodu, mohou se tyto osoby domáhat nahrazení chybějícího projevu jeho vůle u soudu. Ustanovení § 35 odst. 3 zůstává nedotčeno.*

(2) *Není-li sjednáno jinak, může autor školního díla své dílo užít či poskytnout jinému licenci, není-li to v rozporu s oprávněnými zájmy školy nebo školského či vzdělávacího zařízení.*

(3) *Škola nebo školské či vzdělávací zařízení jsou oprávněny požadovat, aby jim autor školního díla z výdělku jím dosaženého v souvislosti s užitím díla či poskytnutím licence podle odstavce 2 přiměřeně přispěl na úhradu nákladů, které na vytvoření díla vynaložily, a to podle okolností až do jejich skutečné výše; přitom se přihlédne k výši výdělku dosaženého školou nebo školským či vzdělávacím zařízením z užití školního díla podle odstavce 1.*

ABSTRAKT

Tato bakalářská práce se zabývá marketingovou komunikační strategií značky 34R BMX Company, jejíž výstupem bude návrh inovace marketingové komunikace. V teoretické části je vytvořena teoretická základna k tématu. Praktická část popisuje současnou marketingovou komunikační strategii značky, která je následně analyzována dle jednotlivých propagačních kanálů a sociálních sítí na internetu, které značka 34R BMX Company nyní využívá. Praktická část je dále založena na dotazníkovém šetření a jeho vyhodnocování, což je hlavním zdrojem pro závěr a cíl práce v podobě návrhu změn v inovaci marketingové komunikační strategii značky 34R BMX Company.

Klíčová slova: marketing, marketingová komunikační strategie, reklama, sociální síť, BMX, dotazníkové šetření

ABSTRACT

This bachelor thesis deals with a marketing communications strategy of the brand 34R BMX and its outcome will be a suggestion how to improve the marketing communications. In the theoretical part, the basic terms and the concept of this topic are explained. The practical part describes the current marketing communications strategy used by the 34R BMX and is analyzed in terms of particular promotional channels and social sites on the internet right after. The practical part continues with the questionnaire survey and its assessment. These steps are a main source for the conclusion and the aim of this thesis in the form of suggestions and innovation in the marketing communications strategy of the brand 34R BMX.

Keywords: marketing, marketing communications strategy, promotion, social site, BMX, questionnaire survey

ACKNOWLEDGEMENTS

I would like to thank my supervisor doc. Ing. Miloslava Chovancová, CSc. for her valuable advices, encouragement and supervising while I was writing this bachelor thesis. I would also like to thank Mr. Lukáš Bárta and Mr. Kamil Feifer who have given me the opportunity to write this thesis about 34R BMX because their brand and my interest in bikes inspired me to write my thesis on this topic. Last but not least, I would like to thank my closest family and friends for their great support and help during my whole studies.

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

Peter Ferdinand Drucker

CONTENTS

INTRODUCTION	10
I THEORY.....	11
1 MARKETING AND MARKETING MIX	12
1.1 Marketing.....	12
1.2 Marketing mix	12
1.3 Marketing strategy planning process	15
1.4 Segmentation	15
1.4.1 Business-to-business (B2B).....	16
1.4.2 Business-to-customer (B2C)	16
2 SWOT ANALYSIS	18
2.1 Strengths and weaknesses.....	18
2.2 Opportunities and threats	19
3 MARKETING COMMUNICATIONS.....	20
3.1 Marketing communications mix	21
4 MARKETING RESEARCH.....	23
4.1 Stages of the marketing research	23
4.2 Marketing research techniques	23
4.3 A questionnaire survey	24
II ANALYSIS	25
5 METHODOLOGY OF THE ANALYTICAL PART	26
6 GENERAL DESCRIPTION OF THE BRAND 34R BMX	27
6.1 Basic information about the brand 34R BMX.....	27
6.2 History of 34R BMX	29
6.3 Product development	29
6.4 Distribution.....	31
6.5 SWOT analysis of the brand 34R BMX.....	32
6.5.1 Strengths	32
6.5.2 Weaknesses.....	33
6.5.3 Opportunities	34
6.5.4 Threats	34
7 ANALYSIS OF THE CURRENT 34R BMX MARKETING COMMUNICATIONS STRATEGY	36
7.1 34R BMX websites.....	36
7.2 Facebook.....	37
7.3 Instagram	38
7.4 Flickr.....	40
7.5 Vimeo	41
7.6 Youtube	42

8	RESULTS OF THE QUESTIONNAIRE SURVEY.....	43
8.1	Analysis of the questionnaire survey	44
8.1.1	Have you ever seen a sport BMX?	44
8.1.2	Do you know a brand 34R BMX?.....	45
8.1.3	Where did you get the very first information about 34R BMX from?.....	46
8.1.4	Do you think 34R BMX has a sufficient promotion?.....	47
8.1.5	Do you like the way 34R BMX handles its promotion?	48
8.1.6	Evaluate how much you like the promotion of 34R BMX.....	49
8.1.7	What is the best way how 34R BMX promotes itself?	50
8.1.8	You would appreciate more:.....	51
8.1.9	Which one of the following types of promotion influences you the most?.....	53
8.1.10	What do you use the internet for?.....	54
8.1.11	Which one of the following social sites do you visit the most?	55
8.1.12	Gender	56
8.1.13	Age	57
8.1.14	What is your relationship to the sport BMX?.....	58
9	INNOVATION IN THE MARKETING COMMUNICATIONS STRATEGY OF THE BRAND 34R BMX.....	59
	CONCLUSION	62
	BIBLIOGRAPHY	63
	LIST OF ABBREVIATIONS	65
	LIST OF TABLES	66
	LIST OF FIGURES	67
	APPENDICES.....	68

INTRODUCTION

This new age brings new marketing communications strategies tools which are mostly changing according to customer's needs and are trying to reach them and catch their attention as much as possible and faster than ever before. Marketing communications strategy, customer's perception of promotion and also many other things have change with these new marketing trends. It is because of technological innovation of various devices. Unlike traditional forms of this communications, the brand 34R BMX is using more often the modern marketing communications tools in the form of internet promotion instead of traditional ways like leaflets, etc. This is caused by the particular target segment because extreme biking and freestyle BMX industry is a very specific field focused rather on the teenagers than adults or retired people. Freestyle BMX, as a part of extreme cycling is getting people's attention because it is catchy and unusual sport when people especially young ones (children, teenagers) admire riders when they are performing their tricks in the air. 34R BMX has started to produce its products in 2006.

Due to this evolution age, 34R BMX started using the internet as its main communications tools and started to handle its marketing communication strategy not only on its 34R BMX webpages but on the many social sites as well. At this time, the brand operates on 6 social sites. The issue is if it is worth to run all of these or just to concentrate on the few chosen ones. It is clear that when you have to spread your drive and ambition you can do things well but on the other side, when you focused on one or very few things you can reach your goals easier and faster.

This bachelor's thesis should detect what could be improved in the marketing communications strategy of the 34R BMX because it is clear there is always more or less a space for improvement. The best way how to get such information what needs to be improved is to ask people who know about the brand or have a clue how the things go in such a field or industry.

I. THEORY

1 MARKETING AND MARKETING MIX

1.1 Marketing

Marketing might be defined by many descriptions and definitions depending on the social or managerial view. As a main definition we will consider the one written by Philip Kotler and his Marketing management that is considered as a Bible of marketing.

According to these sentences, a social view deals with people who obtain such needs they want in a way of creating, offering, exchanging goods and services among each other. A managerial terminology says marketing is being described as the art of selling such a goods, products or services. (Kotler 2002, 4)

There is one popular definition created by The American Marketing Association mentioned almost in every book that says:

“Marketing is: an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stake holders.” (McCarthy 2002, 4B)

The main goal of marketing is to find out customer’s needs and make a product or service the most appropriate for him. (Kotler 2007, 2)

1.2 Marketing mix

A marketing mix is considered as one of the most important cores and helps us to prepare good methods. There are many approaches and models to the marketing mix – 4P, 5P and 7P. The 4P marketing mix model was named by Canadian author Jerome McCarthy who provided and classified a very simple structure of marketing mix.

This basic approach is composed of the following elements called *four P’s* which can be mixed together in many combinations:

- **Product**

As goods we may understand a product or a service. It is good to know, our product or service should fulfill the needs of customers. The term Product stands for a package, a quality, a brand name, a warranty, a service etc. (Bělohlávek 2001, 288) It involves all the products and services which a company offers to the whole target market. (Kotler 2007, 70)

- **Price**

After the product, the price is viewed as the second most important P because it is the only element of the marketing mix that produces revenues and the only one that is the most flexible and influencing a demand after the product. This change is the simplest way and it is used too frequently. Not every company is able to use such a tool in a good way. That is why many corporations apply it badly.

There are different meanings for different subjects. From the macroeconomic view, the price is a base that brings a demand with a supply into the balance. On the other hand for consumers, it represents a total amount of money they have to spend to get the product or the service. It is considered as a crucial decision for a producer because it has an influence on other company's activities. (Bělohlávek 2001, 291)

- **Place**

An element of the marketing communications mix Place includes all the activities of the firm which make the product or the service more available to the target customers. (Kotler 2007, 71)

Simply said it refers to the delivery of the right product to the right place at the right time. The product is not good enough if it is not available at the place and at time when customer needs it. This is the most important purpose of the place. (Bělohlávek 2001, 297)

- **Promotion**

A promotion represents the ways which convey the product's pros and try to persuade customers to purchase it. (Kotler 2007, 71)

The function is to inform customer about the right product. Almost each product has to be promoted and has to get an attention in the market. It is an instrument that connects a producer and a potential customer. The basic methods of promotion are:

- advertising
- direct marketing
- sales promotion
- public relations (PR) (Bělohlávek 2001, 294)

Apart from the previous 4P they might be extended by another 1-3P's:

- people
- physical evidence
- processes (Smith 2000, 5-6)

We should not miss the fact the marketing mix is represented from the seller's view at the marketing tools available to get the customers. Each of the marketing tools has to bring the advantage for the customer. One marketing expert suggested, the corporations should perceive four Ps as four factors on the customer's view (4C): (Kotler 2007, 71)

Table 1: Marketing communications mix tools: 4P and 4C

4P	4C
Product	Customer needs and wants
Price	Cost to the customer
Place	Convenience
Promotion	Communication

Source: Kotler 2007, 7.

It is good to be remembered all the marketing P's are connected with the recipients closely and they communicate with them somehow e.g. the bad quality products or services tell much more than any other advert to the user, the price is used as an indicator of quality as well by the buyers – the higher price should reflect the better quality, if we buy the products or services in a brand store, it has a very different value for sure to us than the product bought at the market, the promotion has its own marketing communications mix which includes all the communications tools. (Smith 2000, 6)

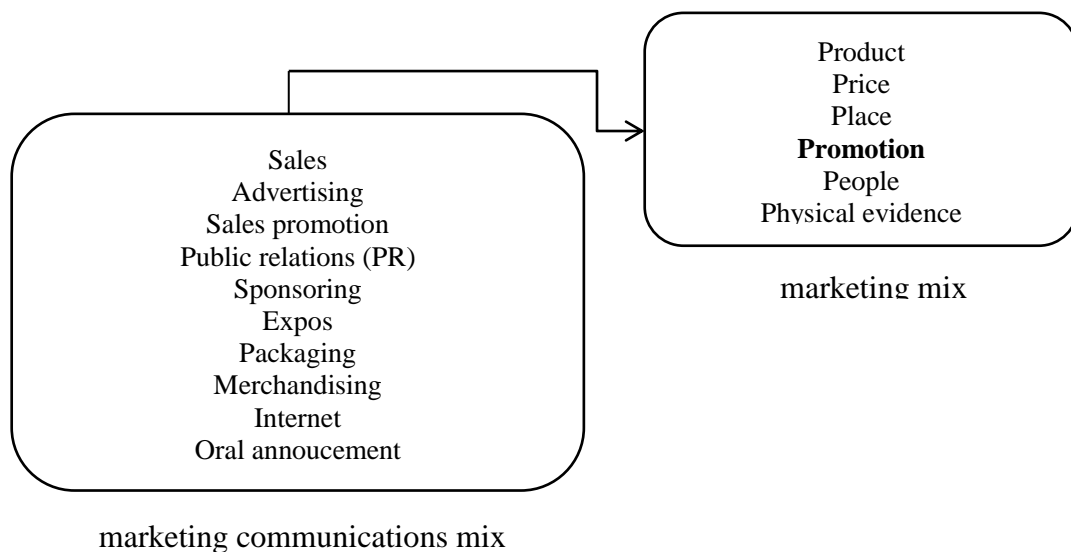


Figure 1: A connection between the marketing communications mix and marketing mix.

Source: Smith 2000, 6.

1.3 Marketing strategy planning process

The aim of the marketing concept is the firms should focus their attention on their target customers. Developing an effective marketing strategy includes understanding the marketing mix and what a specific target market is. Such a narrowing down process is coming up with the real opportunities.

This understanding of the market is done by many marketing analysis of customers, their needs, market competition as well as company's objectives and resources. Each strategy brings a different potential pros and cons. Important part of this decision making process is to define what business and market the corporation wants to start and compete in. The criteria based on the decisions which were made can help us to eliminate potential strategies which are not suited for the firm, brand. (Cannon, 2008. 572-574)

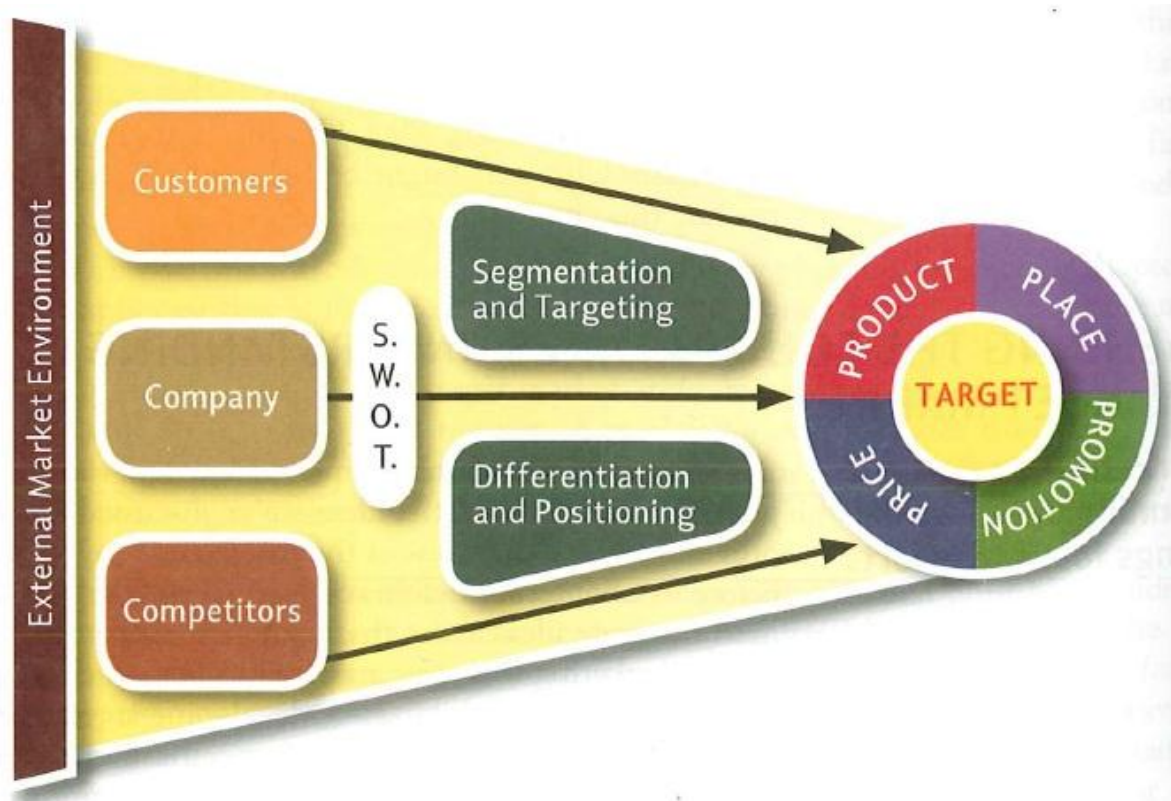


Figure 2: Overview of Marketing Strategy Planning Process. Source: Cannon 2008, 574.

1.4 Segmentation

Each customer is unique in the certain way and this fact is reflected in his needs, wants but in possibilities and contingencies. The ideal and the most perfect offer would come out of the total individualization of the market where each subject (person, group, household,...) would have an individual segment. This kind of segmentation would be called total market segmentation. The similar way is used in the business-to-business

(B2B) model and in the business-to-customer (B2C) model; this form of segmentation is still coming back because it was usual for the handicrafts before the industrial revolution. (Foret 2011, 163)

If the marketing communications should be powerful as well as efficient, it is necessary to section market into groups and focus on these ones which will probably be the best customers. There are many criteria how to divide markets into segments:

- Demographical (age, occupation,...)
- Geodemographical (geographical location,...)
- Psychological
- Lifestyle
- Attitudes, opinions, etc. (Smith 2000, 33)

Apart from the criteria mentioned above, the effective segmentations should match also the following key ones:

- measurable
- substantial
- accessible
- differentiable
- actionable (Kotler 2007, 127-128)

1.4.1 Business-to-business (B2B)

A B2B model is represented by the contracts made by the business like companies, organizations or the government which are going to resell bought goods, to combine it with other items which create a new product. By this reselling or creating new products, the B2B model supports production of other businesses. (Kurtz 2006, 188)

1.4.2 Business-to-customer (B2C)

Unlike the B2B model, B2C deals with purchasing products or services which are made by ordinary people who need to satisfy their needs, wants. They just use these goods for their needs without any other purpose to sell it. (Kurtz 2006, 188)

Table 2: Comparing Business-to-Business Marketing and Consumer Marketing

	BUSINESS-TO-BUSINESS MARKETING	CONSUMER MARKETING
Product	Relatively technical in nature, exact form often variable, accompanying services very important	Standardized form, service important but less than for business products
Promotion	Emphasis on personal selling	Emphasis on advertising
Distribution	Relatively short, direct channels to market	Product passes through a number of intermediate links en route to consumer
Customer Relations	Relatively enduring and complex	Comparatively infrequent contact, relationship of relatively short duration
Decision-Making Process	Diverse group of organization members makes decision	Individual or household unit makes decision
Price	Competitive bidding for unique items, list prices for standard items	List prices

Source: Kurtz 2006, 189.

2 SWOT ANALYSIS

SWOT analysis is kind of the overall evaluation of a company's strengths, weaknesses, opportunities and threats. Based on the SWOT analysis and its elements we consider two levels – external environment, internal environment. (Kotler 2007, 30)

Apart from the general assessment or resume that should summarize the particular conclusions of all the strategy analyses used in marketing, it is also a suitable tool for systematic sorting of outcomes. (Hanzelková, Alena et al. 2009, 139)

The abbreviation SWOT stands for the first letters of the words strengths, weaknesses, opportunities, threats which are the core of this analysis. (Cannon 2008, 51)

2.1 Strengths and weaknesses

Unlike the opportunities and threats, the strengths and weaknesses are placed into the internal environment part of SWOT analysis. (Kotler c2006, 53)

The strengths enable organizations to get an advantage over the competitions. The very good examples of such advantages are sources, know-how. The weaknesses do have an negative impact on the business and may bring lower performance, profits etc. (Bělohávek 2001, 214)

The aim might be spoken on the two levels. The first one is to find an attractive opportunity and the second one to be able to take advantage of this opportunity. When businesses need to examine the strengths and weaknesses, it is good to evaluate these two factors of internal environment.

The company does not have to correct all of the weaknesses but only try to limit them to the minimum. As well as the number of strengths is not that important as people may think. The thing is to decide if the business should limit only to those opportunities where they possesses the strengths which are required or whether they should also other chances or opportunities which are not so visible for the first time but they might have to gain later or detect certain new strengths in the long run. Simply said it is important to know where and when companies have clear strengths and when they have any lack of strengths. (Kotler c2006, 53)

2.2 Opportunities and threats

An opportunity and a threat are contained in the external environment part of SWOT analysis.

A major purpose of this collecting data is to detect the new possible opportunities (good characteristics) and threats that may have a negative impact on the firm or the brand. The marketing science is regarded as an art of searching, developing and profiting from the new opportunities of course. (Kotler 2006, 52)

According to the Kotler's marketing bible, a marketing opportunity is an area of customer's needs, wants and interest when a high probability of purchase appears for the company and it has an opportunity to satisfy such a need profitably. (Kotler 2006, 52) (Elgin 2003, 66; 86-87)

There are three sources that supply such an opportunity:

- **1st source** – supplies something that is in a short supply
- **2nd source** – stocks a product or service that already exists thanks to problem detection method (customers put their suggestions), ideal method (customers tell their ideal version of offering), consumption method (consumers chart their progress in acquiring, using, disposing of the product)
- **3rd source** – leads to a new product or service (Kotler 2007, 30)

A challenge introduced by inappropriate external development or current situation that may lead to lower sales or profit is called an environmental threat. Mostly, it is caused by the absence of defensive marketing action. Threats might be distinguished according to seriousness and probability of occurrence. Any small threats can be disregarded because they are not that serious unlike the bigger threats. They should be analyzed and sometimes require the contingency plans and changes in the worse situations if necessary. (Kotler 2007, 30)

3 MARKETING COMMUNICATIONS

A marketing communication (originally known as a promotion) is used to communicate elements of the business and target customers when organizations offer their product or services. The purpose of marketing communication is to carry a particular promise of the firm to the customer. Such a promise may represent attributes, features of product or service or its performance characteristics. (Fill 2011, 7)

According to Hesková, a marketing communications might be defined as a form of communication that firms use to inform, to persuade or to influence current or potential customers. (Hesková and Štarchoň 2009, 51)

The basic elements of marketing communications are a sender (represented as a source of the message), a recipient. The message and the medium stand for the communications tools. The communication function is ensured by a coding, a decoding, a reaction/an experience and a feedback. (Hesková and Štarchoň 2009, 51)

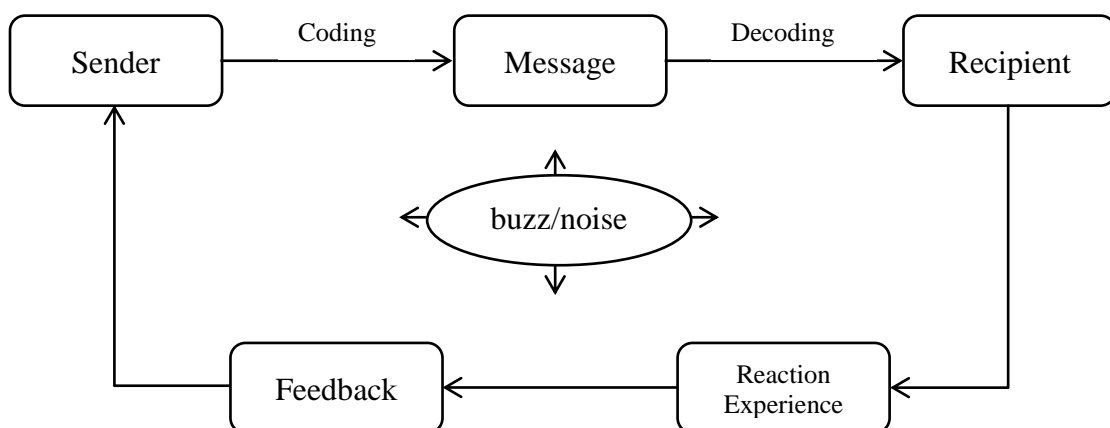


Figure 3: Basic scheme of the communications process. Source: Hesková and Štarchoň 2009, 54.

A setting of goals is always one of the most important managerial decisions because it has to come up from strategic marketing goals and lead to consolidation of good firm's fame and reputation. To the most traditional and common aims of marketing communications belong:

1. to provide information
2. to create and to stimulate demand
3. to make a product different (differentiation of product)
4. to highlight profit, utility and worthiness of the product
5. to steady/stabilize revenues

6. to build a strong brand
7. to reinforce a company's image (Přikrylová 2010, 40)

3.1 Marketing communications mix

A part of the successful marketing communication is integrating following elements into combinations which may engage the target segment. Tools, media and messages need to be mixed and they refer to as a marketing communications mix. (Fill 2011, 16)

There are five or six major marketing communications tools:

- **Advertising**

It is a non-personal form of mass communication in which the ability to persuade the target audience is not high and this form is hard to measure. Unlike word-of-mouth marketing, face-to-face marketing or messages delivered through some different tools, the message of advertising is less likely to believe. The costs of this tool are very high. (Fill 2011, 18) It uses the instruments like newspapers, books, annual reports, TV spots, radio, magazines or billboards. (Přikrylová 2010, 42)

- **Sales promotion**

As well as advertising, sales promotion is non-personal communication but can reach smaller target of audience. (Fill 2011, 18)

Sales promotion by customers may increase sales or take a bigger share market. The purpose of the sales promotion is to encourage the potential consumers to examine and test a new product, to wile them from the competitors to our company or just to reward them for their adherence, loyalty. (Foret 2011, 279)

- **Public relation**

The use of PR reflects a high credibility of the message that is conveyed. It is not easy to control the message once it is placed right in the media and there is also a wide range of PR's tools which this form of communication solves e.g. event management, sponsoring, public affairs etc. (Fill 2011, 18) Sometimes, some authors class these tools out of PR and understand them as an isolated part of communications mix. (Přikrylová 2010, 131)

A significant role plays a publicity which according to Přikrylová is defined as non-personal stimulation of demand after a product, a service, a person or

an organization. In contrast to the other elements of communications mix, the publicity's and PR's expenses are lower. (Přikrylová 2010, 43)

- **Direct marketing**

Direct marketing is different from the mass communication because it focuses on personal communication although it started as the mass one. It uses the instruments such as telemarketing, direct mail and some other interactive marketing communications. (Fill 2011, 18)

This form of communication is typical for the fact, the customer does not have to come to the market but the offer finds people by itself. The pros of direct marketing are aim to the target segment, a closer relationship with customer, measurable and controllable tool, the longer use may bring the better, more valuable information. (Foret 2011, 347-348)

- **Personal selling**

Personal selling involves face-to-face communication done by individuals while such a person has to inform, persuade the customer or remind. The degree control is quite low because salesperson is free at the time of delivering the message. (Fill 2011, 18)

Thanks to its personal communication, it is more efficient tool than ordinary advertising and some other marketing communications tools in the terms of affection and persuasion. The goal is not only to sell the product but to inform buyers about its right, effective and appropriate way of use and the consumption. (Foret 2011, 301)

- **Sponsoring**

As it was mentioned in the public relations section, especially a sponsoring might be placed alone as one of the marketing tools. Sponsoring might be defined as a business relation between two sides when financial means, products or services are provided for the other given service. A sponsored person, group or event is publically viewed and evokes more interest that helps the company or the brand to promote. (Přikrylová 2010, 131)

In the practical life, the tools mentioned above should be mixed together based on the defined goals and on the particular target segment. (Foret 2011, 229)

4 MARKETING RESEARCH

A marketing research belongs to the most important activities on the modern marketing age and is based on the sociological researches. The requirements for such an examination are considered to be costly and time consuming. It should provide information about the current situation in the market, about a customer's behavior and a possible entrepreneurial risk. (Moudrý 2008, 67)

4.1 Stages of the marketing research

A marketing research has to pass through few following stages:

1. Problem identification

Defining a problem is considered to be the hardest stage of the whole survey. The company has to specify the problem that has to be defined.

2. Design a proper methodology/approach

The firm particularizes needed information – setting up the methodology of the research.

3. Data collection

A collecting data might be done in the form of observation, research or experiment with the use of various tools (cameras, questionnaires, laboratory tests,...).

4. Data analysis

Data analysis should provide us the answers on our questions. All the inessential information should be eliminated to get only the accurate and valuable ones.

5. Results report

A stage when the company should discuss the results, find the solution or the answers at least. (Moudrý 2008, 68-69)

4.2 Marketing research techniques

To make a wise decision, the company has to possess the good data. The firm might use one of the following marketing research techniques to get such data:

- **Quantitative research**

It collects data from the huge number of the respondents. The aim is to catch the substantial sample. The observation, the research and the experiment are the techniques of this quantitative research.

- **Qualitative research**

This research cares about the quality of the responses rather than quantity. The used techniques are depth personal interviews, group interviews, brainstorming and projective techniques. (Moudrý 2008, 69-72)

4.3 A questionnaire survey

The questionnaires are regarded to be the most popular widespread technique of the marketing research. It is written form of communication that might be in the paper or electronic form. It consists of the series of questions which have to carry off opinions or facts from the respondents.

The questionnaire should be coherent, easy to fill, stylistically and grammatically correct, visually edited, touchy. The structure of this form of survey is based on the typical structure – the introduction, right ordering of the questions, the conclusion. (Moudrý 2008, 74-75)

II. ANALYSIS

5 METHODOLOGY OF THE ANALYTICAL PART

The practical part of the thesis is mostly based on the secondary sources but also on the primary ones. The primary source is represented by information from co-owners, their promotional materials and channels are used to define a basic characterization of the brand and its history. Due to primary sources I analyzed current marketing communications strategy of the brand.

The major secondary source is based on the questionnaire survey “An Innovation in the Marketing Communications Strategy for the Brand 34R BMX”. The methodology and detailed description of the questionnaire survey is mentioned at the very beginning of the eighth chapter and it consists of 14 questions that were answered by 204 respondents.

The main aim was to find out what the brand is doing well in its communications strategy and in the contrast of this fact what the brand may improve according to the respondents of the questionnaire survey. Based on the results of this questionnaire survey and my personal views, a suggestion of innovation in the marketing communications strategy came after the discussion about the results of the questionnaire survey.

6 GENERAL DESCRIPTION OF THE BRAND 34R BMX

34R (an abbreviation for FREE FOR RIDE) BMX Company is not only a brand – it is something more. Something what might be called a friendship, a lifestyle, a fun and many other synonyms connected with doing what they do and like to do. People behind this brand have one thing in common - bikes and everything around it. The abbreviation BMX stands for bike motocross but nowadays BMX means only bikes.



Figure 4: Free For Ride Logo. Source: FREE FOR RIDE | 34R | Facebook fan page. Facebook.

6.1 Basic information about the brand 34R BMX

Table 3: Basic information about the brand

Name of the Brand	34R BMX Company
Name of the Company	Pavel Bárta – BP Lumen
Co-owners / Partners	Pavel Bárta, Vladimír Pitaš (members of corporation Pavel Bárta - BP Lumen), Lukáš Bárta, Kamil Feifer
Date of Establishment	2006
Seat of the Brand	Puškinova 546, Úpice 542 32
Identification number	10518355
Subject of Enterprise	Wholesale - bikes and sport
Contact information	www.34r.cz

Source: 34R BMX co-owner Lukáš Bárta.

The brand 34R BMX belongs to the very few brands and companies in the Czech Republic which produce, design and offer BMX products. The brand comes up with own 34R BMX products. Each of products is designed with a devoted and patient approach not only

by experienced owners and designer but also with a participation of 34R BMX team riders who are led by the best Czech and top world BMX rider Michael Beran who is supported apart from 34R BMX also the giant corporations like Red Bull, ODI grips etc.

The products are produced in the factories in Taiwan since the beginning where the other biggest worldwide BMX companies are producing their bike stuff. The materials used during the production are high quality and heat treated as well. The brand is trying to invent new systems with its products and provide the highest level of functionality and safety to everyone – hobby and professional BMX riders. The brand considers all the features concerning low weight, toughness, functionality, safety, novelty, originality, quality, long durability and more.

The 34R BMX inventions bring acceptable price for all the riders around the world. An idea of the brand 34R BMX is simple and is involved in the name of the brand and might be considered like a motto as well – to make it FREE FOR RIDE (abb. 34R). Another motivational sentence is “Everything we do, we do with love for BMX”. (Info | 34r bmx company)



Figure 5: Everything we do, we do with love for BMX. Source: FREE FOR RIDE | 34R | Facebook fan page. Facebook.

6.2 History of 34R BMX

One of the 34R BMX owners, Mr. Kamil Feifer, has been riding bicross since he was a child and cooperated with some manufacturers of that time who made bikes for him. That was the first step when he could try to design the frames with his own geometry and other bike components. After some time, Mr. Feifer ended up with bicross and has started with a discipline called freestyle BMX. He founded his first brand Monkeybikes.

After 4 years of successful business mainly in the production of Monkeybikes frames and Monkeybikes bars, he has met Mr. Lukáš Bárta at the biggest bike competition called Bikehall Contest. Mr. Bárta and his father are in a bike industry with their company Pavel Bárta – BP Lumen for more than 20 years and they are the producers of mountain bikes Apache and the resellers of brands like SR Suntour, Kinetic, Sigma, Freegun and some others. In 2006, they set up a new brand, manufacturing bike stuff, together with Mr. Feifer. Mr. Feifer and Mr. Bárta have become co-owners of the brand 34R BMX. Their roles are divided and each of them takes care about what he likes. Mr. Feifer's job is to take care of the products and their design, production, setting up the bikes for the 34R BMX team, sponsorship, the internet and PR of the brand in general. He travels with the team to competitions as well. On the other hand, Mr. Bárta is responsible for a distribution, a product delivery, a business economics, orders, the e-shop etc.

Apart from the 34R BMX they are distributors of other world bike brands like Volume, Demolition, Stereo Bikes, King Kong, ODI grips. (Facebook. FREE FOR RIDE | 34R | - 34R company story)

6.3 Product development

A product development of the 34R BMX goes through a long process and it might take even more than 6 months. Everything starts with the ideas, proposals and suggestions which mostly appear while team riders are training and testing the first samples or just during the ordinary conversation among owners, designer and riders. The following steps of product development are sketching, designing, counting, calculation. After all these procedures the final drawing is going to the producer. When the very first samples are done everyone is excited about the results if they fulfilled all the expectations or not. The best ways how to find out about this is to make stress tests right in the factory, to give them to the professional team riders and test them in the action for the period of another 3 months. If everything is fine without any problems, the final production may start. If not, all the

samples are going back to the factories and a new development (redesigning, testing, etc.) starts once again until everything is according to the expectations. (Facebook. FREE FOR RIDE | 34R | - O značce 34R)

Table 4: Major products

<u>PRODUCT</u>	<u>34R LOOK</u>
Frames BMX 34R Berto	
Forks BMX 34R Stone II	
Handlebars BMX 34R Berto	
Hubs (front, back) BMX 34R Roto	
Cranks BMX 34R	
Stems BMX 34R Orto	
Seats Pivotal BMX 34R Berto	

Source: www.bmxstore.eu.

In this table above, you can see some of the most important bike components which 34R BMX produces. It is not a complete supply of its products because there are many other things e.g. seats, seat posts, sprockets, chains and almost every part of the bike if you need to build up a bike. Apart from the bike components, 34R knows they need to be visible. Some promotional products are a part of their marketing promotion. People have an opportunity to buy also 34R BMX t-shirts, hats, towels, stickers, etc.

6.4 Distribution

The brand operates not only in the Czech Republic but in the last few years it focuses more on the foreign market. It has many distributors in the European and American countries as well. The following picture shows the current distributors and the country they represent together with their websites.

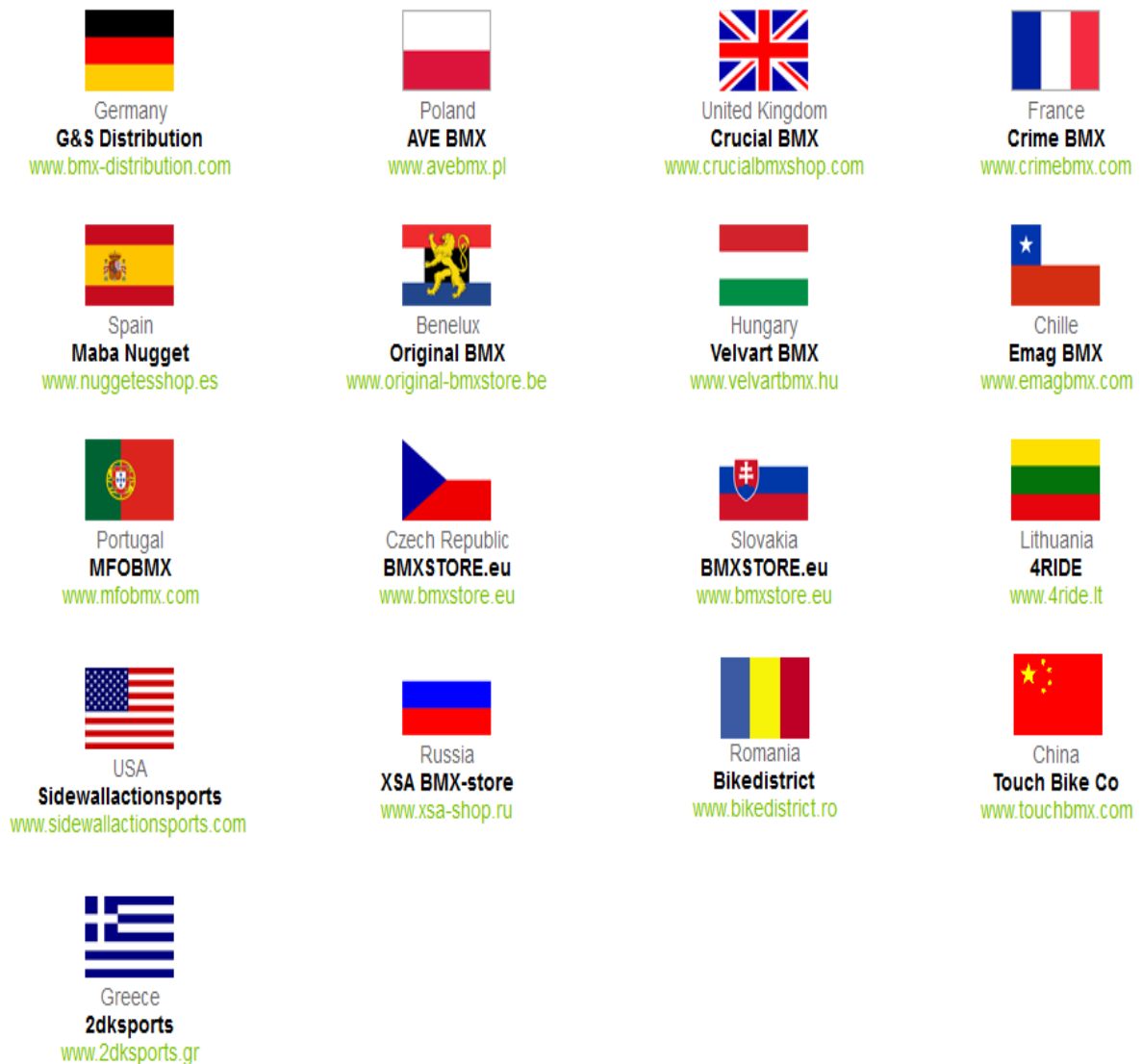


Figure 6: List of current distributors. Source: 34R BMX websites.

34R BMX is the progressive brand with the high set goals. Apart from the mentioned current distributors above it is trying to get in some other markets e.g. in Switzerland, in Japan. Right now, there are some countries which are in progress – Singapore, Canada, Australia and Croatia.

6.5 SWOT analysis of the brand 34R BMX

Following lines and table deal with a SWOT analysis of the surveyed brand that means I am going to have a look at pros and cons known as Strengths, Weaknesses of the analyzed brand as internal factors and external factors which are represented by Opportunities and Threats. Each item of the particular section is connected with an index that shows an importance of the factors to us. A higher number of the index, the better or higher importance it has and might be considered as the leading factor. All the factors or items in each section give number 1 in total.

Table 5: 34R BMX SWOT Analysis

SWOT ANALYSIS				
Internal Factors	<i>index</i>	Strengths	Weaknesses	<i>index</i>
	0,3	technology	new brand	0,7
	0,3	team	store	0,2
	0,2	promotion	production	0,1
	0,1	simplicity		
	0,1	dealing with clients		
	1			1
External Factors	<i>index</i>	Opportunities	Threats	<i>index</i>
	0,4	competition	world known brands	0,3
	0,3	distributors	reviews	0,3
	0,2	expo	trends	0,2
	0,1	innovation	crises	0,2
	1			1
	<i>Helpful</i>			<i>Harmful</i>

Source: Own analysis

6.5.1 Strengths

In the section of internal factors I found out 34R BMX should have more strengths than weaknesses. I assume as strengths we might consider technology. Under this term I mean using their own geometry (on recommendation of team riders), offering quite unusual colors (lime, smoke) as well as basic ones (white, black, blue, green, red, silver, orange, purple). Apart from own geometry, their bike products are made of high quality and heat treated materials and a technology CNC grove for reduction of weight is used for some products.

The second important factor creates team riders. 34R BMX might be pretty proud of its team because the brand has the professional freestyle BMX rider Michael Beran, Danny Josa or Camila Harambour, one of the very few female riders, under its wings. This kind of representation of the brand belongs to the most important factors in the field of promotion and one of the best ways how to get into customer's consciousness and to bring new clients, customers and fans to this brand.

The third factor I chose is a promotion in general. The brand really cares about their communication with customers and runs many social sites with actual news, visits competitions, expos et cetera. I evaluated factor of simplicity and dealing with people with the same index because previous factors are more important. Owners prefer simplicity in their bike stuff that helps to create more elegant look of products. The dealing with people might be considered as the strength of the brand.

As a result of the internal factors of the SWOT analysis we can see that the brand might feel quite strong because it has more strengths than weaknesses.

6.5.2 Weaknesses

34R BMX entered the market only few years ago. In the fact of previous information this is the biggest weaknesses of the brand. The brand is quite new, young and it has to be focused on its marketing to let new customers know about itself. With no or just a little marketing communication it would be really hard to bring them in this new modern age. In a comparison of that we have to say 34R BMX is the brand that aims high. Apart from Czech internal market the co-owners are trying to promote their products especially in the foreign countries.

In this point of view, running no shops and stores belongs to the things which have a bad impact on brand itself. Although we live in a modern age full of internet, e-shops, e-commerce, there are still some people who would appreciate and prefer to have a look at the products by themselves. Not everyone might be satisfied only with e-shop because people can't touch it, see it in person etc. If necessary the company is able to show its current and new customers 34R BMX stuff right in the seat of the brand or via expo or competitions that visits.

A bike industry requires a process of planning. As I mentioned earlier the product development is considered like a long-term process that sometimes takes more than half a year. The whole idea of every product does not come when you need it. It is a long

process of thinking about each step of this product development before you may send your sketches into the production.

The number of weaknesses is lower than the number of strengths. This is very good and positive information but the brand should still try to reduce these internal weaknesses.

6.5.3 Opportunities

The analyzed opportunities include a competition as an element rated with the highest index. There is almost no competition in the national market. The brand A-gang is the only competitor for 34R BMX however according to my research and my own opinion this brand does not have such a famous and big name in the world's BMX market.

Another external factor you can see in the table is distributors. I put the distributors there because the brand 34R BMX is still looking for new distributors around the world. If there are plenty of them, the bigger chance is for the brand to find some new ones. They can't influence the number of distributors as the brand.

Earlier, the expos were very famous and many companies and brands profited of their exhibitions. Nowadays, times are different. The exhibitions like that are not so popular. There are not so many expos in the Czech Republic at all but co-owners visit them abroad quite often if there are any (Interbike, US or Taipei, Taiwan; etc.). The more usual way how to represent the products is to visit competitions and jams.

An innovation should be part of external factors as the opportunity. I assume, the brand may adapt to customer's needs and trends if necessary. That means if people or new trends require new size of wheels (e.g. smaller size of wheels for little children because of the weigh or size for a better manipulation), the brand is able to accommodate to these needs, requirements and make its product range wider.

6.5.4 Threats

A column "Threats" contains the same amount – four - of items just like the side of "Opportunities". As we can see, the first two lines of threats that I analyzed are assigned for world known brands and reviews. I regard these two elements as the biggest threats for the brand and assessed them with the same index 0,3. The reason of my decision is pretty simple. The world's market is full of bike BMX companies and brands (Federal, Odyssey, Animal, Primo, Fly Bikes, The Shadow Conspiracy, United and many others). It is going to be very hard for 34R BMX to get among the best world brands but co-owners are on a very good way I guess. I may support my opinion with the world BMX riders (Michael Beran, Camila Harambour, Danny Josa, Andrew Ahumada, Senad Grosiic,

Nicholi Rogatkin and others) who ride 34R BMX products and even some of them are supported by this Czech brand.

If I remember well from the marketing course I went through at Thomas Bata University in Zlín, there is one marketing rule 2/10 that says: A satisfied customer is going to report with his positive experience with two more people in average. On the contrary, an unsatisfied customer is going to talk about his negative experience with ten more people in average. From these sentences, it is clear that unsatisfied customer represents a high risk for the brand. This rule counts as well by 34R BMX. There will be unsatisfied customers every time and our goal should be to reduce such customers to minimum.

It is almost impossible to affect trends in the world's market if I am talking about customer's needs. It is up to the brand itself to recognize what the market needs. Because of this fact, there might be a risk that more teenagers will prefer e.g. skateboarding, snowboarding or other sports and there won't be such a big demand after bikes and bike components because BMX won't be considered or perceived like a trendy sport that is attractive to see it.

A very last point I would like to discuss are crises. The economy is exposed to many economic factors (government's laws,...) that may occur and usually have an impact on the supply and demand (especially on the demand) and the brand cannot do anything because it is not internal but external factor outside the brand's ground.

The second part of this analysis focusing on opportunities and threats has the same number of factors, items on both sides. If I have a look at the final version of external factors, I would say that it would be a bad idea to take care more about impending threats which the brand cannot influence. I think, the world's brands and review are more important factors than some people might think and the brand may take an advantage in some way to eliminate such a threat caused by other brands or reviews.

7 ANALYSIS OF THE CURRENT 34R BMX MARKETING COMMUNICATIONS STRATEGY

The current marketing communications strategy of the brand 34R BMX is aimed not only on the traditional forms of promotion but it focuses increasingly on the internet marketing and on the e-marketing, e-commerce as well as. Under the term traditional forms of promotion I mean that the brand still supports its marketing communication by editing its own product catalogues, visiting expos where people can have a look at the bike products, buy them, get help and advices etc. However we can say that the brand operates mostly with these following marketing communication activities: B2B (Business to Business) communication and B2C (Business to Customer) communication. 34R BMX is trying to extend its distributional map and distributors who represent B2B model and selling 34R BMX products to the customers like example of B2C activity. The brand is aware that the internet is considered as a very important marketing tool recently. In addition to this fact, it takes care of the internet marketing and operates with its own web pages and the social networks a lot.

7.1 34R BMX websites

Nowadays, websites are a very important part of the promotion and one of the easiest ways how customer can get some information about the brand or the company for sure. 34R BMX has launched its own websites in September, 2011.

If we have a look at visuals of the homepage, the design is up-to-date and catchy. However I would say there might be still something to improve. I think, there are too many pictures on the homepage without almost any text. That might cause that the visitors might find it a bit confusing especially the left side of the homepage where could be added also some text to these news. Apart from the homepage, there are following sections on the brand's website: Info (about a company and distributors), Products (interconnected to the e-shop running on www.bmxstore.eu), Warranty, Team (riders sponsored by 34R BMX), Gallery (photo and video sections), Your bikes (section where people who like or own 34R BMX components may send a picture and present their bike) and the very last one is Contact.

The potential and current customers, people who have any question concerning any of 34R BMX products etc. have a chance to get in touch with co-owners in the section Contact where they fill out basic info (Name, E-mail, Subject, an entering code protecting spams) and afterwards their message. I chose this way how to contact co-owners for the

first time when I needed to talk with them about writing this bachelor's thesis and arrange a meeting. I have to say I got a response soon on my e-mail address. That signifies an e-mail communication of the brand works well and quickly. The homepage disposes also with buttons, widgets which provide you a quick access to the 34R BMX social sites listed below in the following five subheadings (Facebook, Instagram, Flickr, Vimeo, Youtube).

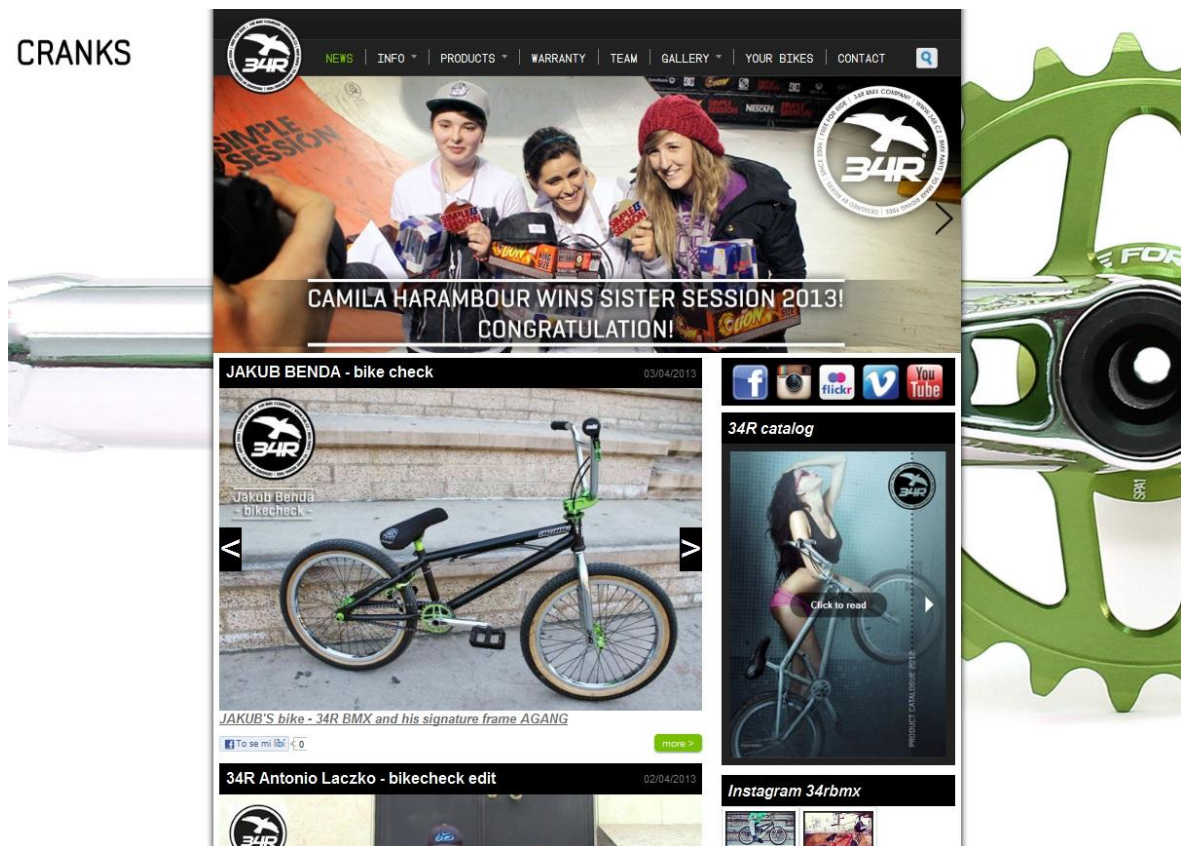


Figure 7: Layout of the 34R BMX websites. Source: 34R BMX websites.

7.2 Facebook

A social network Facebook has been launched in 2004. Since that time Facebook has become one of the ways how to communicate with customers and people and how to promote a company, a brand, the products, people et cetera.

34R BMX brand joined Facebook on June 2, 2012 as a fan page for people who are interested in this brand and the sport freestyle BMX in general. It is easy to search it. A name of its fan page is simple - FREE FOR RIDE | 34R |. Since that time, the 34R BMX fan page has got almost eight thousand fans (8.420 fans on February 24, 2013). Facebook fan page offers a really little analysis. According to this analysis the most popular place where majority of people talking about this brand were from the city called Tartu in Estonia. This result reflects probably one of the biggest bike competitions in Estonia

called Simple Session where 34R BMX and its team riders took part in this event. The interesting information is that Facebook shows also the most popular age that is delegated and this group is in the range of 13 to 17 years old.

If I have a look at the news, there are lots of daily updates (news, photos, videos and many others) about the brand, team riders, events and everything what the world of BMX might offer. In average, the one new information is added to this fan page a day. I consider this as an appropriate average because if posting news would be more often I might bother its followers and fans.

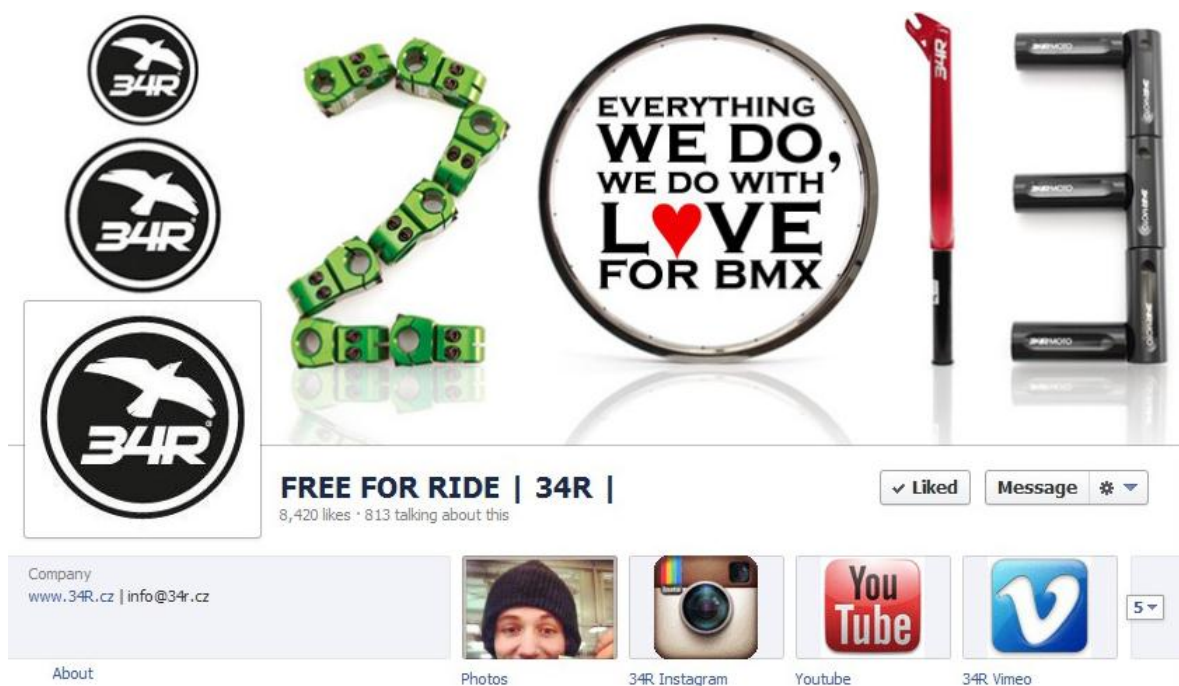


Figure 8: 34R BMX Facebook fan page. Source: FREE FOR RIDE | 34R | Facebook fan page. Facebook.

7.3 Instagram

In this point in time, taking pictures became easier thanks to smartphones and cameras which are not as expensive as they used to be. Many people got their smartphones which produce photos in goodish quality. That's why Instagram appeared. It is kind of a social network where people can share their photos (nothing else) with other users who are following that person. Part of this network is also an explorer where people can search a particular #hashtag (tag that might be added to the photo by user, followers and that helps you find similar pictures in such a field), like photos, comment them, share them via Instagram on other social network like Facebook, Twitter as some others, add location where picture was taken etc. and that all just from your smartphone.

34R BMX entered Instagram approximately in August, 2012 (29 weeks ago since February 24, 2013). The user’s name under you can search an account of the brand is 34rbmx. During this time almost 770 people have started following the brand on this social network. The 34R BMX Instagram editor has taken 134 photos (February 24, 2013) and each of them got some response from the followers of the brand. According to Facebook that is owner of Instagram the number of user of this photo social network is still increasingly growing. 34R BMX is aware of this boom and because of this founded its account. It belongs to the very modern ways how producer can stay in touch with its followers, fans and get them know the latest photos.

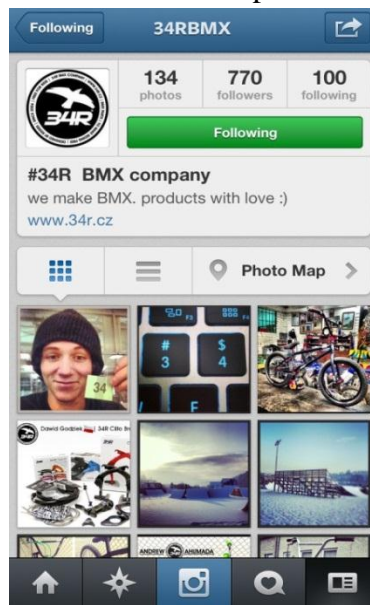


Figure 9: 34RBMX Instagram fan page. Source: 34RBMX Instagram fan page. Instagram.

The most frequent hashtags given to the photos are: #34r, #34rbmx, #34rbmxcompany, #freeforride. I tried analyzing this brand on Instagram. I explored the following hashtags on the Instagram exploring page that got me these numbers of results, mentions:

Table 6: Major 34R BMX Instagram hashtags

<u>#HASHTAG</u>	<u>NUMBER OF PHOTOS</u>
#34r	299 (on February 15, 2013)
#34rbmx	28
#34rbmxcompany	3
#freeforride	21

Source: Instagram.

On the other hand, the brand is trying to occupy more than previous ones (a wider segment/range) which stand for the brand but also others which may find different pictures not belonging to this brand too e.g. #free, #for, #ride or those which may include photos of 34R BMX as well as photos with no relation to the brand e.g. #berto, #clito, #roto (names of 34R BMX products). If you look up the hashtag #free you may get pictures connected e.g. with liberty, no duties and actually any picture containing the hashtag #free (result of this searching is hundreds thousands or millions of photos corresponding with it). Such a way of seeking may bring new fans because photos tagged with more general and common hashtags are more examined because most of the people know a word free and other common words than a name of 34R BMX product.

Table 7: Minor 34R BMX Instagram hashtags

<u>#HASHTAG</u>	<u>NUMBER OF PHOTOS</u>
#free	2 507 860 (on February 15, 2013)
#for	4 984 902
#ride	1 000 795
#berto	3 369

Source: Instagram.

7.4 Flickr

It's a social network where the users have an opportunity to share their photos. Flickr is the most famous among real professional photographers and people whose hobby is photography.

34R BMX started this account on November 8, 2010 by adding a very first photo. Since that time its profile gained few hundreds of pictures although I am not sure if it is a good way how to promote the brand on Flickr. I think this does not fulfill a purpose of the brand and even the account. The newest photos posted to Flickr have obtained only a very few views and favorites. The newest one got only six views and one favorite during just one month, the second newest one just three views, the third latest one 5 views etc. This continues with the other pictures and the number of views got really not enough views of favorites to keep this Flickr account updated. (Flickr: 34R bmx's Photostream)

7.5 Vimeo

The 34R BMX co-owners (as well as professional and flow team riders) travels a lot around the world. This travels can be a very successful part of promotion because everyone wants to see interesting videos from traveling, time spent with friends and fun. The brand has a great advantage in such a way of marketing communication thanks to the things listed in the previous sentence and co-owner are aware of it.

The 34R BMX Vimeo channel is possible to find under the user’s name 34R – BMX Company. The brands decided to invest some money into upgrade of its account from Free to Plus and pays \$9.95 monthly for this updated advanced version. That brings lots of pros like no banners and ads, unlimited HD uploading, advanced statistics of this account and videos.

They started posting their videos approximately 3 years ago. Since that time, some of them have gotten a huge amount of views. For a more detailed description, see following picture. (Presenting Vimeo Plus)

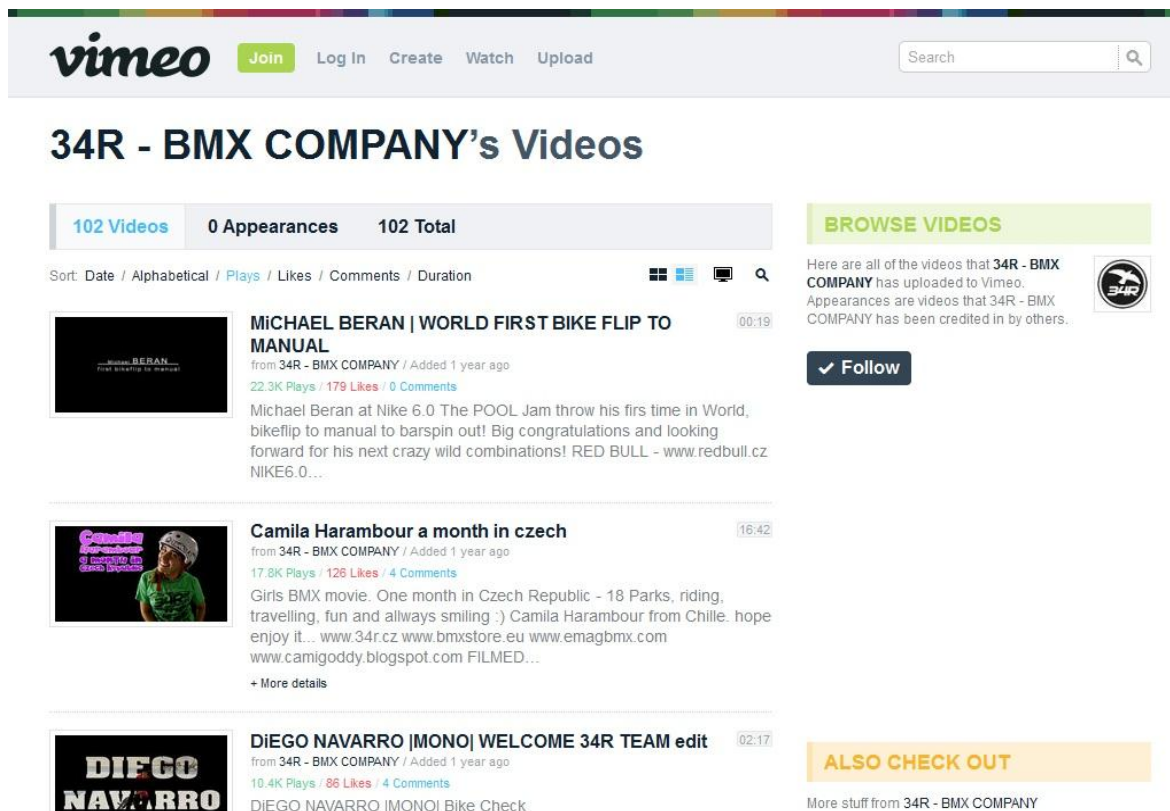


Figure 10: 34R – BMX COMPANY Vimeo fan page. Source: 34R – BMX COMPANY Vimeo fan page. Vimeo.

7.6 Youtube

The most famous online video network is called Youtube. Almost each song, video, video presentation, report from any event is uploaded right here. Based on the evidence of information, I can say it is the biggest, the most famous and widespread online network for uploading such things.

Youtube 34RBMXcompany video channel has been launched this year exactly on January 14, 2013. They uploaded only two videos with the total number of views 430 during the first month. It is clear it is not enough. I would say it is much better to promote it more if the brand is keen on more views.

Regarding the latest Youtube news there should be some new rights which may encumber posting videos if editor does not have some rights for music used in a video etc. For more information I would recommend to see Copyright on Youtube website. (34R BMX company – Youtube)

8 RESULTS OF THE QUESTIONNAIRE SURVEY

The following pages of the practical part are dedicated to a questionnaire survey that is aimed on the marketing communications strategy of the brand 34R BMX. This is going to be a crucial section because there will be visible respondent's opinions, findings and some more information.

The title of this survey stands for the title of this thesis – An Innovation in the Marketing Communications Strategy for the Brand 34R BMX. This questionnaire was published online on the internet and created in Google Docs for free. This feature of the company Google allows the users to generate a form just in the way they really need (visuals, connectivity and relations among questions, required questions and some other conditions).

In evidence of 34R BMX Facebook followers, I did two language versions – Czech and English because lots of its followers are also foreign riders, friends and fans. Collected data from both of the versions were put together to make really noticeable and understandable results when readers will have a look at resulted charts and following comments.

A distribution of the questionnaire looks clear. If you open it first time, you will see an introduction to this thesis survey. In these opening sentences, I described myself, my goal, a purpose of this research and an appreciation for respondent's help. After this presentation, the body is coming up. The questionnaire contains 14 questions in total which are divided into three pages. The main page includes only two questions concerning only basic information. Then the survey is branching out (a second page 34R BMX or a last page called Conclusion) depending on the second answer (positive answer continues to the second page, negative to the third one). All the questions in this page, from a third one up to eighth one, are involving questions targeting the 34R BMX. The last page appends the last general, as well as few identification questions.

The survey was done on the internet, shared mostly on my personal and friends' Facebook social site and FREE FOR RIDE | 34R | posted it on its Facebook fan page as well. The questionnaire was open almost two weeks and according to the Google Docs statistics the most data were collecting in the second period of this launch when 34R BMX published it on their Facebook fan page. During whole duration of this survey, there were collected 194 respondents in the Czech version of the questionnaire and only 10 people

completed the English version which is quite surprising because it was expected more respondents in this version. In total, we got 204 respondents who did my survey.

8.1 Analysis of the questionnaire survey

This part deals with the analysis of the investigated questions, their charts and comments based on the results of the questions.

8.1.1 Have you ever seen a sport BMX?

A very first page out of the three starts with this question. All the respondents were given two options for response “Yes”, “No”.

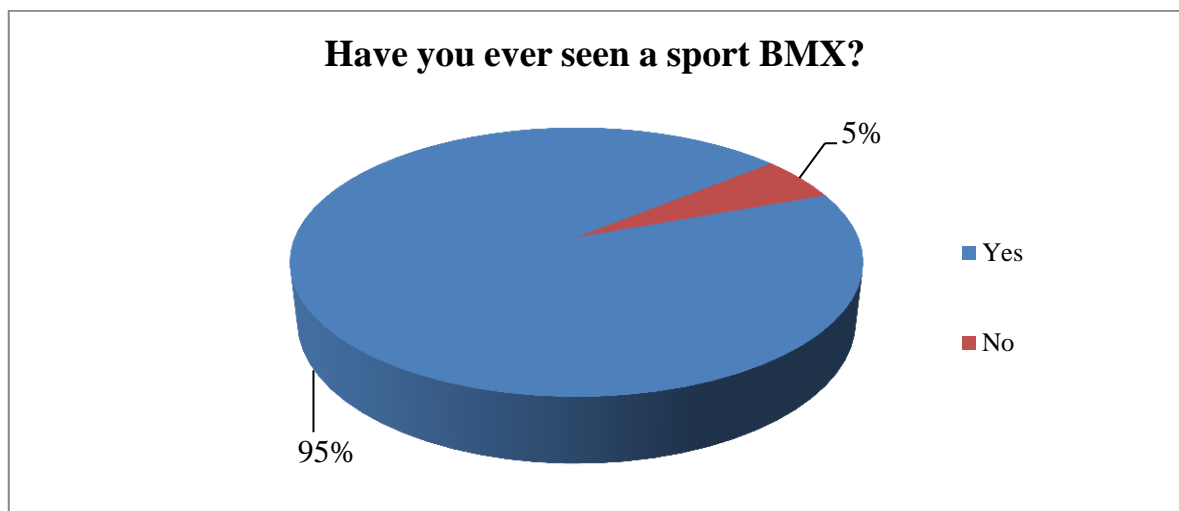


Figure 11: BMX Awareness

Source: Own research

According to the answer almost each respondent has met with the sport BMX. It was expected to be answered like that because followers of the 34R BMX on the Facebook fan page are fans of the brand producing BMX components. The total number of respondents who answered the question positively was 193 people who represent 95 percentages. The remaining 5% (11 answers out of 204 respondents) replied with “No“. That shows us these people have not seen such a sport ever.

One of the many possible solutions why it is so might be they were people with the different interests than into sport especially bicycles. It is good to know there were also respondents who have never heard about BMX because it tells us BMX still needs to be more presented in the public eye.

8.1.2 Do you know a brand 34R BMX?

All the respondents were given two options for response “Yes”, “No”. In evidence to the chosen answer to the question, the questionnaire starts branching out.

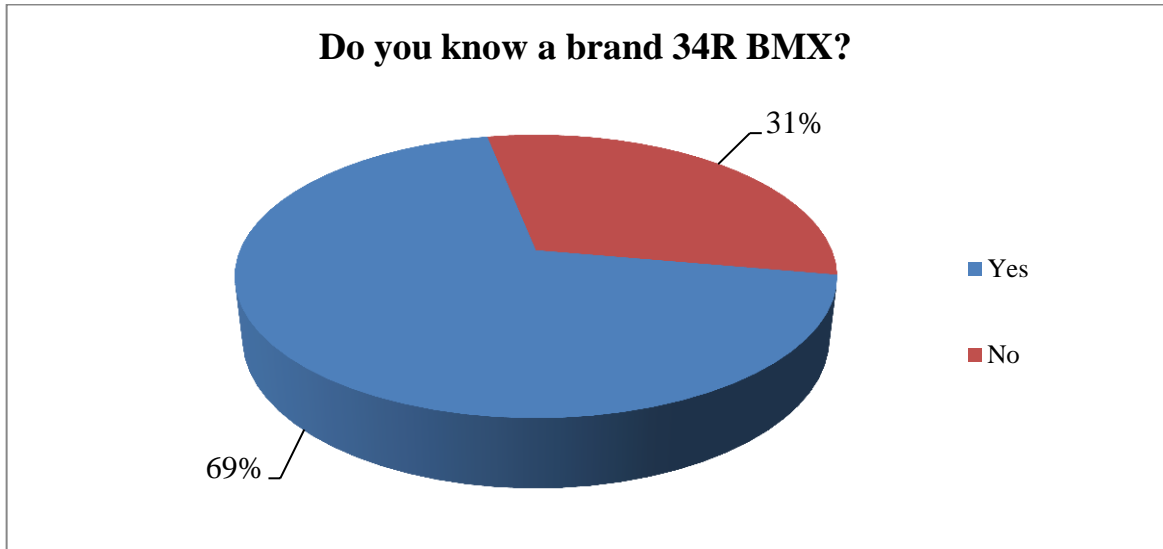


Figure 12: 34R BMX Awareness

Source: Own research

As you can see in this chart, plenty of asked respondents knew the brand 34R BMX. This is proved by the 141 respondents (69 percentages) who are more than a half of majority. As I mentioned in the previous analyzed question, there were lots of people who should have the awareness about the brand because many of them were its followers. There is a higher number of respondents who did not have a clue about the brand than about the BMX because BMX in general is more common to ordinary people than the particular brand. This result is supported by 63 respondents who answered “No” that gives us 31%. This is the only one possible rational explanation because almost everyone who is interested in this extreme sport knows Michael Beran (left the 34R BMX team already during writing this thesis), Danny Josa, Camila Harambour, Daniel Sandoval and Stefan Pauli who are supported by this brand and represent it.

8.1.3 Where did you get the very first information about 34R BMX from?

The first question of the second page 34R BMX. Respondents were only people who knew about the brand (who answered “Yes” in the previous question) and they were provided with 5 multiple options. The total number of the respondents who answered questions on the page 34R BMX is 141.

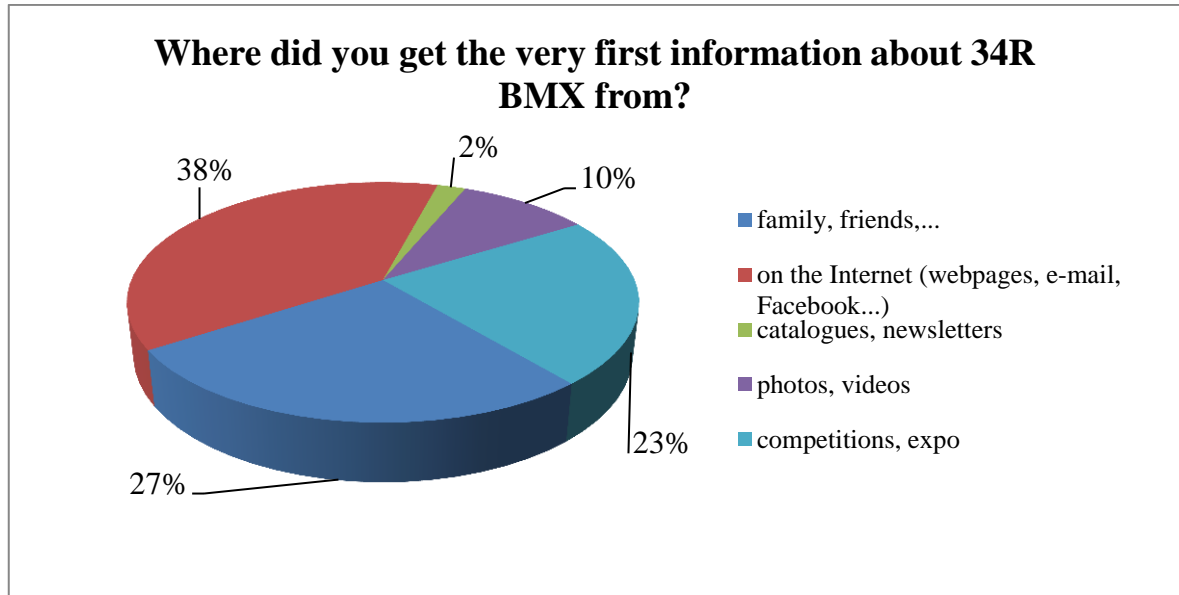


Figure 13: Source of 34R BMX awareness

Source: Own research

The most frequent answer to this question where people get the very first information about the brand was - on the internet. In the fact, this was the top answer that I expected because 34R BMX concentrates its promotion mostly on the internet and this is the way how co-owners are staying in touch with brand's fans. The second place with 27% took family, friends,..., that is followed by 23% competitions, expo. This is quite unexpected and surprising for me because I would say the third answer won't be in the third position and will be the fourth one. The brand posts many 34R photos, videos from road trips to the Facebook, Instagram, Vimeo fan pages and unlike visiting expos. Very last position belongs to an answer catalogues, newsletter. This type of promotion is not that favorite like in the past and people have a chance to get such promotional materials only at competition, expo, meetings etc. I should not forget about the catalogues on the 34R websites but the question to consider is: How many of people will look up the printed catalogues?

8.1.4 Do you think 34R BMX has a sufficient promotion?

Respondents were only people who knew about the brand (who answered “No” in the second question) and they were given two options for response “Yes”, “No”.

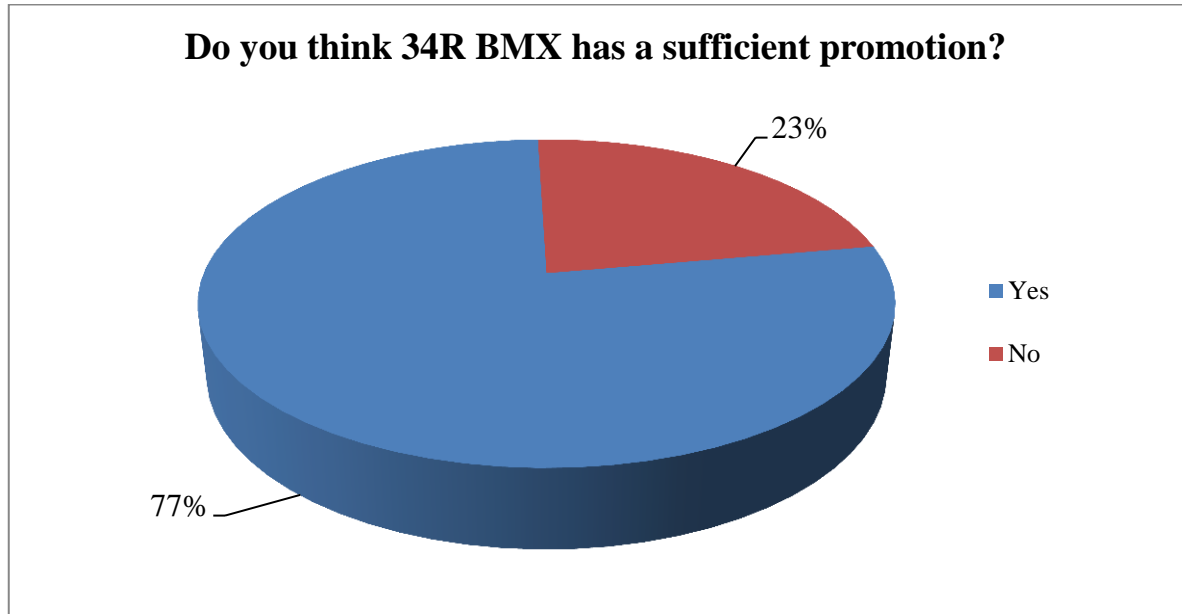


Figure 14: Sufficient promotion

Source: Own research

Majority of the respondents who know the brand assume that the brand 34R BMX has sufficient promotion and according to a next question I can say they probably like it but the answer for this question will be analyzed in the following question. However, if we have a look at numbers, 77% represented by 109 respondents think it is sufficient way and the rest 32 people do not think so.

It is hard to come up with some particular result why these people do not think this is sufficient promotion because there might be different opinions and probably not everyone can decide what is sufficient promotion and what is not. However, it is very good to know this fans feedback how they feel about it because it is more important than some theoretical definitions which do not work sometimes. According to this result, we know majority of people consider it sufficient what tells us, the brand is on a good way. 32 respondents do not think so and probably find it insufficient.

8.1.5 Do you like the way 34R BMX handles its promotion?

Respondents were only people who knew about the brand (who answered “No” in the second question) and they were given two options for response “Yes”, “No”.

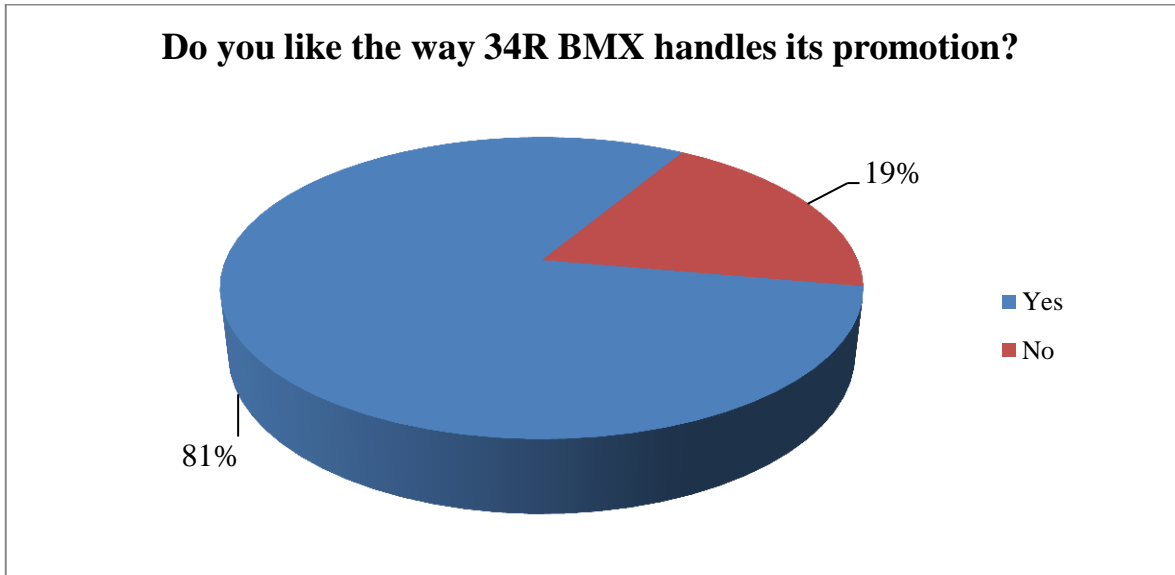


Figure 15: Handling a 34R BMX promotion

Source: Own research

More than four fifths of the respondents feel satisfied about the way 34R BMX handles its promotion. This number is exactly 109 respondents (81%) out of 141 ones. In addition to this result, the brand should continue with such a promotion because most of the asked repliers like such a way of promotion. However, it always depends on personality because it is sure not everyone might feel comfortable with the way how the brands and companies are getting visible. This fact shows us 19% of the respondents who replied with “No” in this question. Based on the evidence of the answer Yes, we can say 34R BMX should keep its promotion.

According to my objective view it is clear that there is always anyone who won't like anything.

8.1.6 Evaluate how much you like the promotion of 34R BMX.

Respondents were only people who knew about the brand (who answered “No” in the second question) and they were given possibility of assessment thanks to scale with particular range 1 - 5 (1 - I really like; 5 – I really do not like it at all).

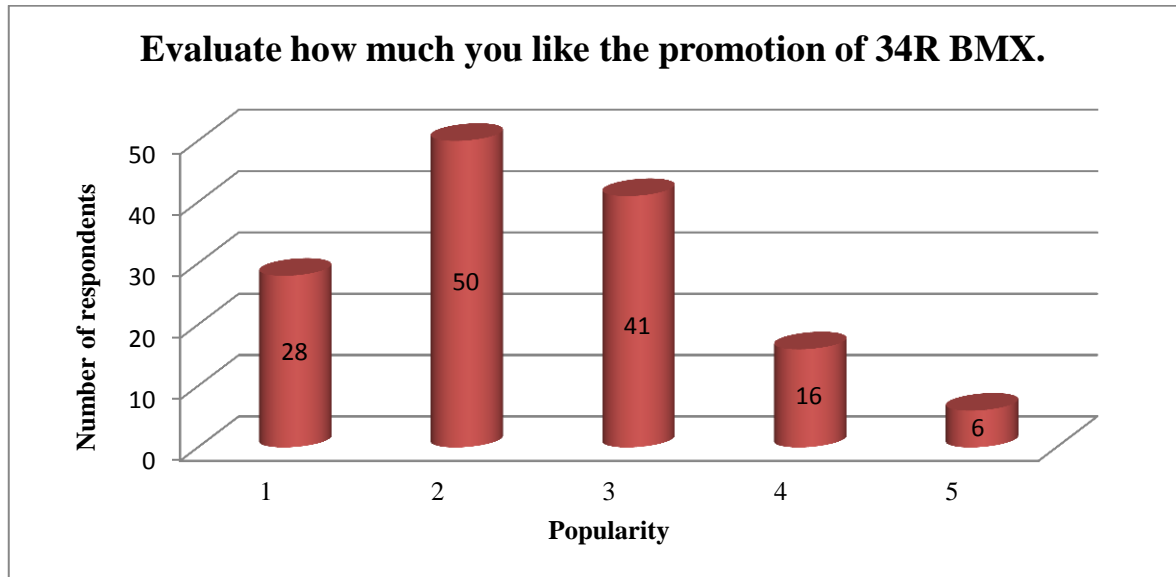


Figure 16: Popularity of 34R BMX promotion

Source: Own research

Without the results of the previous two questions we would not be able to say how much people like the promotion of the brand - actually if they even do like it. We could assume people really like it but this analysis based on the scale type of the question shows us detailed feelings of respondents how much they really do.

If we have a look at the graph above, we will see a substantial representation in the first three answers. These answers illustrate that almost 84% of respondents do like its promotion. Interesting is that second and third responses are higher than the first one and this very first answer is right in the might of the level of satisfaction 3 and 4 (level 3 is higher than level 1 and this one is higher than level 4). From the chart is visible that company should try to switch and satisfy some people more because the very first level of satisfaction is not that persuasive as it could be.

The most frequent level of popularity or satisfaction was “2” which might stand for “I like it” and was chosen by 50 respondents (35%) who represent more than one third of the total respondents. Popularity level 5 was the least with 4% representation and expected.

8.1.7 What is the best way how 34R BMX promotes itself?

Respondents were only people who knew about the brand (who answered “No” in the second question) and they were given 5 multiple choices.

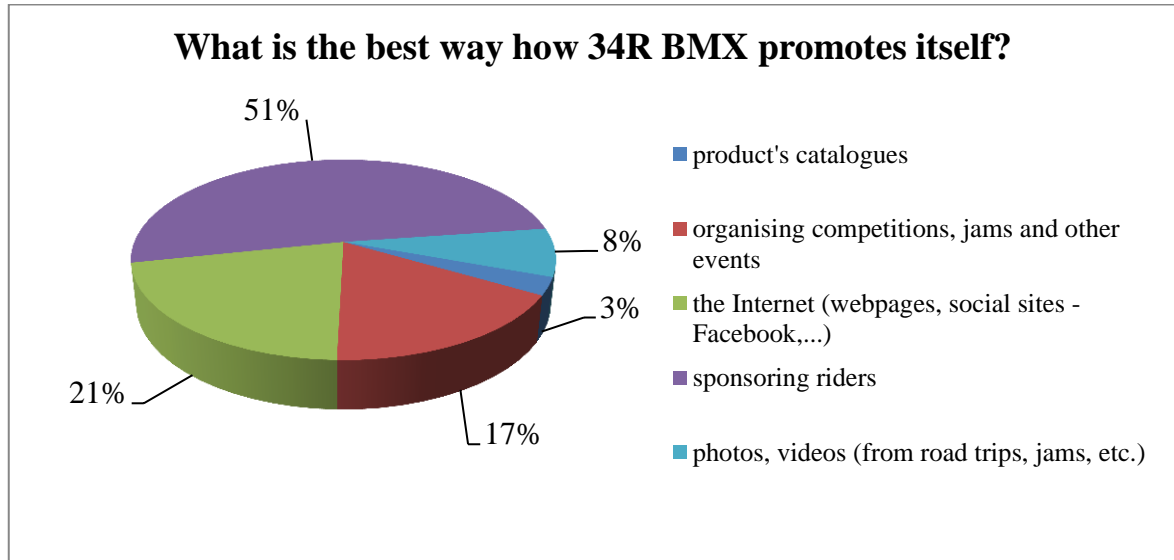


Figure 17: The best way of 34R BMX promotion

Source: Own research

Analysis of these results seems to me as one of the most useful questions in this survey. As we can see from the chart, respondents consider sponsorship of riders as a most powerful tool how to get the public know about the brand. It is clear because if the brand supports any world known rider who is outstanding, visible, with good results or somehow special, people will be interested in such a person. This statement is supported by the 51% of respondents. The rest 49% of cake graph stands for the rest of the options – 21% think promotion on the internet is the best way and this is also truthful. The internet absolutely belongs to the most influential instruments at this new age. 17% consider organizing competitions, jams and other events as a best way. I do not think this is the most persuasive way to get promoted by such a tool.

As I mentioned in this work, product’s catalogues might be regarded as the past in certain way because the promotion does not depend on them nowadays – they are just a small part of promotion when the brand presents itself at competitions, expo and meetings. E-catalogues are a bit different chapter because it is not a traditional way just like printed product’s catalogues.

8.1.8 You would appreciate more:

Respondents were only people who knew about the brand (who answered “No” in the second question) and they were given 5 multiple choices.

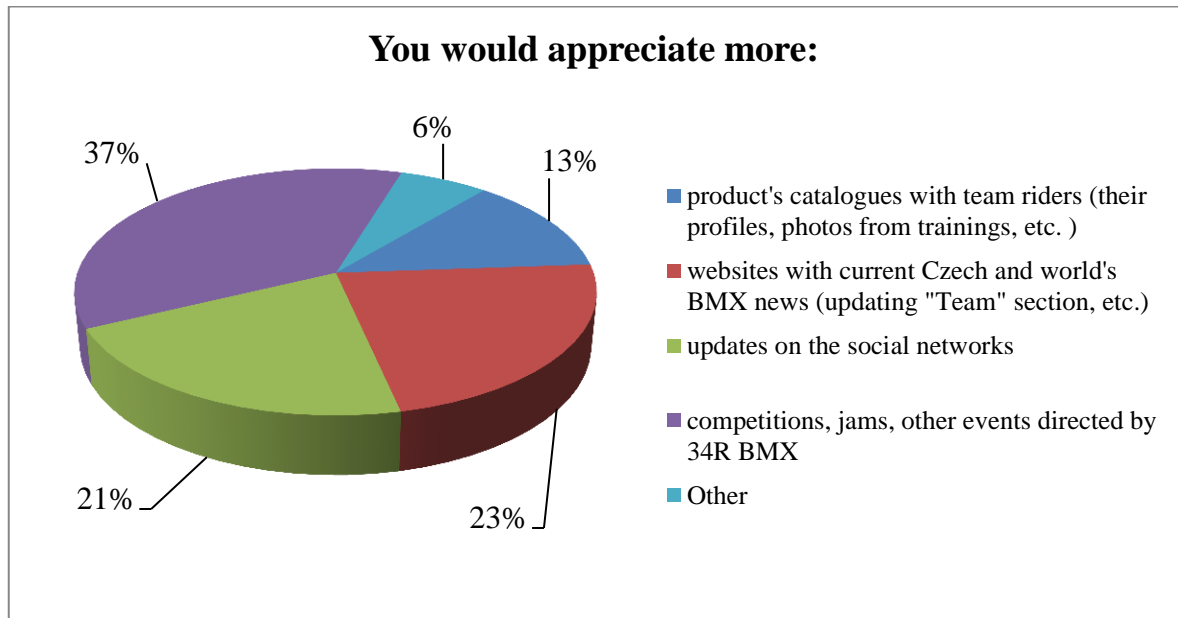


Figure 18: Appreciation

Source: Own research

Based on the evidence of this question, people would appreciate organizing competitions, jams and other events directed by 34R BMX and this is supported by 37% of responds (more than one third of respondents). The BMX community is kind of family in certain way and such events would be just the best way how to meet friends not only from the country the company started in but also to meet foreign riders who would come for these kind of events. While riders are riding together, there comes more provocation that helps these athletes constantly to get better and brings more fun. The second place took websites. It is quite hard to find out who the recent team riders (PRO, flow) actually are so I do not wonder people put this result like the second one. It was quite hard even for me to find out riders who get any support from this brand and this is the reason why I put it as one of the choices. 23% is not that low number and should not be disregarded as well as the third place with 21% which represent more updates on the social networks. I do not want to do any particular result on this because for example in my on my opinion current updates on Facebook fan page are in the regular intervals, however people may think also about other ones. Product’s catalogues received 13% (18 responds) but it would be interesting to see not only 34R bike components but also a very few profile pages about team riders in the catalogues. Unfortunately, the rest of people (6%) put in their own

answers. They got a chance to express themselves. The respondents feel like they would appreciate more videos, a full length 34R video, better promotion on the foreign BMX websites (get them know about news by 34R BMX), more trips, better sponsoring and support for the flow team, nothing, someone is not sure about the respond. There appeared also the one negative or critical answer to stop copy other brands. I do not see it this way but such a critical respond should be considered as well.

8.1.9 Which one of the following types of promotion influences you the most?

The third page called Conclusion was answered again by all the respondents. They were given 6 multiple choices.

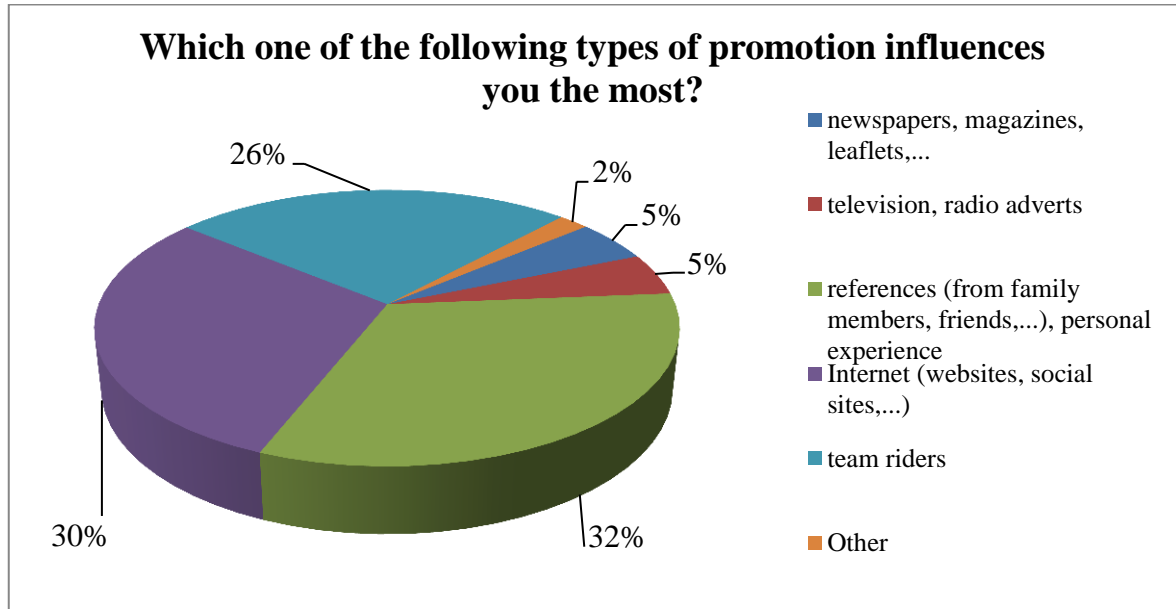


Figure 19: The most influential promotion

Source: Own research

In general, it is very useful to know what people (majority of them were from the bike business and community) consider as the most influential type of the promotion. There are quite balanced results between the references and the internet. The references with 32% are regarded as the most influential tool because people are getting the experience from the people who used or are still using the component in the straight and they have an opportunity to see the product right on the bike many times. Nowadays, the usage of the internet influences people a lot than before. Almost everyone is connected to the internet and is a part of any of social websites, is looking at the websites etc. The promotion is everywhere so it is not any surprise that respondents replied this way. In the bike industry or any extreme sport industry, team riders make an impression on the public. Many of such companies have no TV or radio adverts and that is why sponsored athletes play an important role. Respondent were aware of such a powerful promotion and this choice was given 26%. The remaining 12% were divided by the people into following order – 5% for newspapers, magazines, leaflets, another 5% for television and radio adverts and 2% of all the respondents wrote their own opinions – someone do not acknowledge adverts, other person put the respond that the references are as significant as team riders etc.

8.1.10 What do you use the internet for?

All the respondents were given six checkboxes for response that enable to choose more than one response. The respondents were asked to answer one checkbox at least, three checkboxes the most (579 checked answers in total). A question was placed into the questionnaire ad hoc of the co-owners.

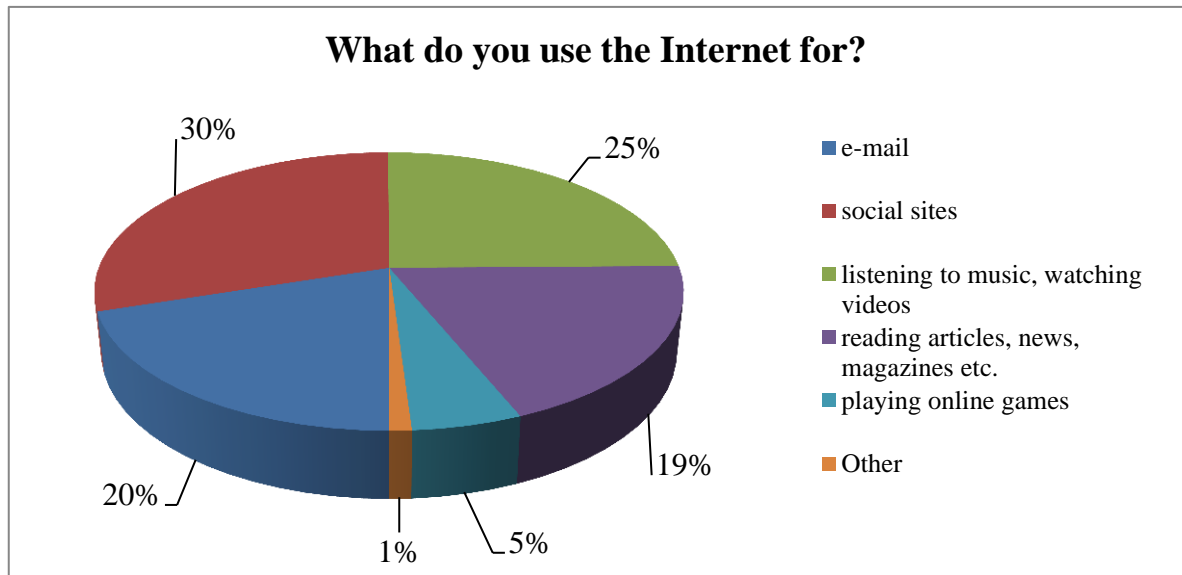


Figure 19: Usage of the internet

Source: Own research

This new age belongs to the internet. The society is aware of this fact so people communicate with their friends, co-workers and other people a lot there. Social sites received the biggest percentages in this question – 30% standing for 173 people who checked this option. The most of the respondents were people aged between 15 – 24 years old and from my own experience, I agree with this result. Another 20% from these asked people are using the internet for listening music and watching videos a lot. Everything is connected together – new age, new less expensive and more powerful technologies like cell phones, cameras, computers provide people the opportunity to take pictures, to trim their memories, experiences etc. into short videos and share them all around the world. What was a bit surprising for me was the third place. E-mails could be expected as the second most frequent answer. Email communication and social sites are closely related together however we should realize not many teenagers send emails so often unlike someone who is already working. That is probably the reason why it got 20%. That reading articles and magazines on the internet is getting more and more popular. That is why this option got 19% right behind the previous answer. The last two options playing online games and respondent's own replies might be considered as negligible.

8.1.11 Which one of the following social sites do you visit the most?

All the respondents were given six multiple choices option for response. Total number of respondents is 204.

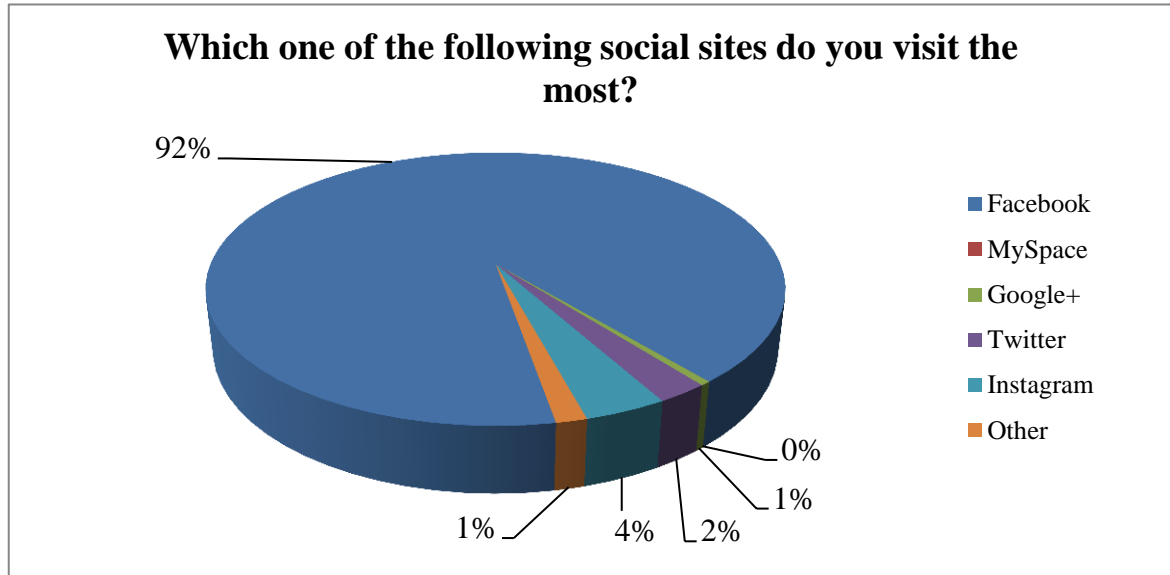


Figure 20: The most visited social site

Source: Own research

A social site Facebook - a leader of the social sites. The result, everyone could expect. I have to admit I did not predict any other outcome than this one. Facebook obviously reached the top with 92%. Such a percentage expresses 182 respondents out of 204. The question could be asked other way or set up with checkboxes but the goal was to get the only one the most powerful social site. This might help the brand to concentrate only on one, the best, social sites - not spread its power to many ones with the same energy and get the job as the most efficient as possible.

There are two other social sites which 34R BMX could update as well but not so often. The second most replied answer was Instagram. As I already mentioned in the previous age, thanks to the new technologies people might share their pictures and photos on this social site developing and even owning by Facebook, Inc. This association to the Facebook is one of the reasons why Instagram is getting more and more famous among people.

If I consider Twitter, it is one of the widespread social sites in the world especially in the US. It is ranked as the second most popular social site. The response Other stands for the combinations of the social sites mentioned above because three people wrote their own answers e.g. Facebook, Instagram/Facebook, Twitter, Instagram.

8.1.12 Gender

As I have already mentioned in the introduction to this chapter and research, the total number of respondents was 204. The target respondents of this survey were not specified so everyone regardless sex or age could take an opportunity to complete this questionnaire survey. This question deals with gender, the next one with age.

All the respondents were given two multiple choices option for response “Female”, ”Male”. The question is one of the identification questions.

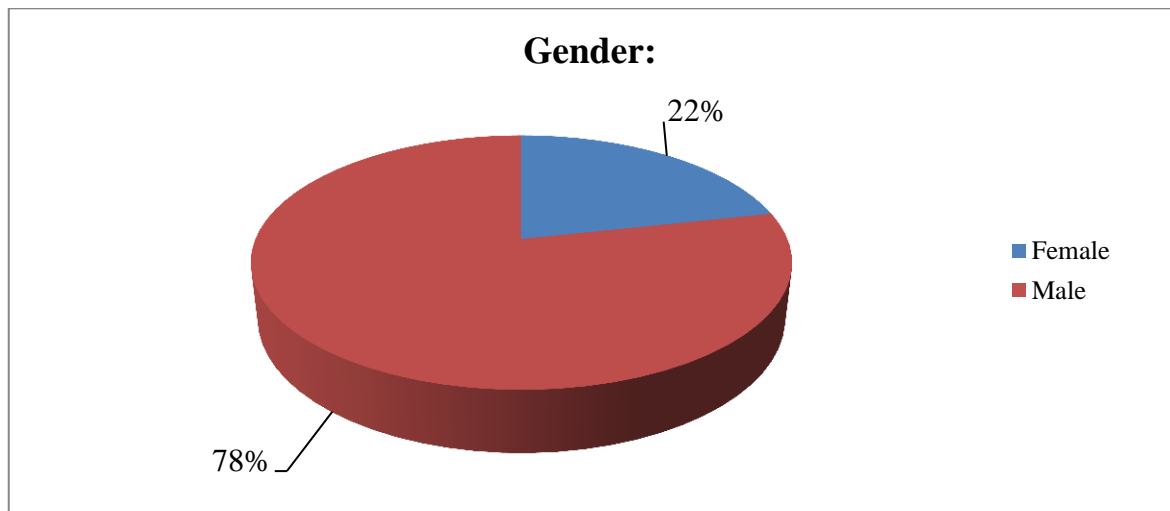


Figure 21: Gender

Source: Own research

Table 8: Gender

Female		Male	
44	22%	160	78%
204 (100%)			

Source: Own research

In the chart above we can see the proportion of the respondents according to the gender. Majority of them were males (78%) because it is clear that BMX is the extreme sport ridden by guys and very, very few women are interested in this sport. The survey was shared on the 34R BMX Facebook fan pages and my Facebook profile so it was expected there will be more males than females who responded.

8.1.13 Age

All the respondents were given five multiple choices option for response. This question is one of the identification questions and was answered by 204 respondents.

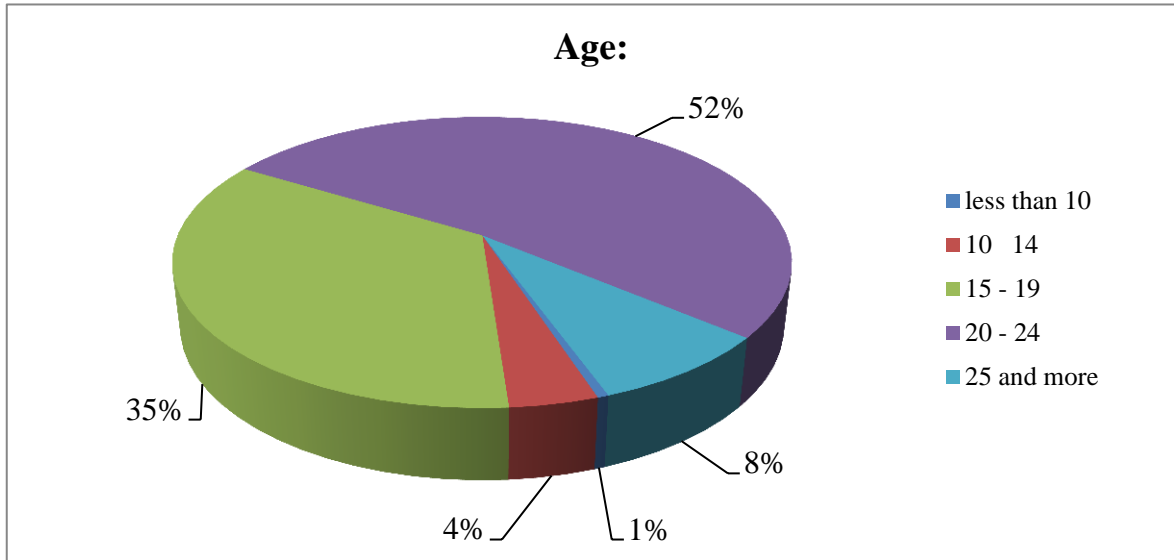


Figure 22: Age

Source: Own research

The suggested answers covered all the ranges regarding the age so everyone got a chance to reply not only this question but the whole questionnaire. Because of the channel used for sharing this survey, the most delegated range of respondents was 20 – 24. These people aged from 20 to 24 occupy more than one half of all the responses (52%). The second place belongs to the people aged between 15 – 19 years old with 35%. These two groups aged from 14 – 24 might be considered as a main segment of the brand. The other responses are not that important like these two because the active BMX community is mostly formed by 10 – 24 aged people. I believe, there are also older people however I just wanted to point out the main groups as the main target segment. These two or three aged groups are not part of the workforce in many cases so they have more time for riding than older people who might be working or have a family.

8.1.14 What is your relationship to the sport BMX?

All the respondents were given two multiple choices option for response. The question was placed into the questionnaire ad hoc of co-owners.

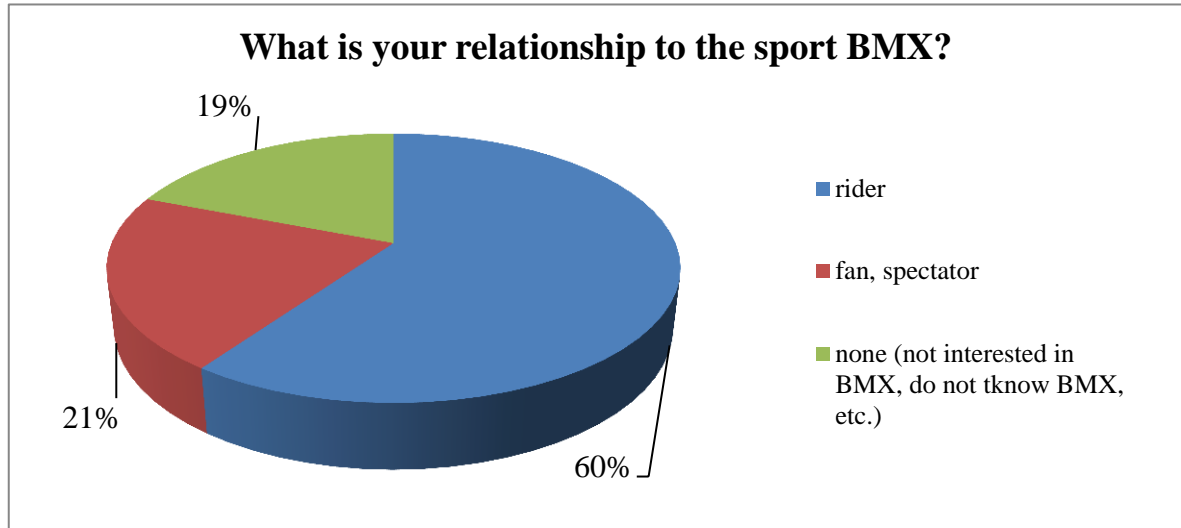


Figure 23: A respondent's relationship to BMX

Source: Own research

I was asked to place this question in the survey because the brand was inquisitive about the respondents and their relationship to BMX. If we have a look at the graph carefully, we will find out there is quite a good portion of the replies. I got responds from the riders, fans or spectators as well as people who know BMX but are not interested in it.

More than one half of the respondents (60%) were people who are riding on the BMX bicycle. This helps the brand to see how riders perceive its current promotion and situation. Another 21% stand for the fans and spectator who know about BMX, are visiting competitions, watching the scene etc. These people can see BMX and 34R BMX from the different point of view than rider who might be influenced by the factors like relationship among riders etc. I assume, fans and spectators could be more objective than riders because they should not be affected by any factor just like me. The very last option with 19% represents people who have no relationship to BMX. They just could have heard about BMX but that is all. Such a group of people may provide also very useful information so we can get know the opinions of different groups.

9 INNOVATION IN THE MARKETING COMMUNICATIONS STRATEGY OF THE BRAND 34R BMX

A very last chapter of my bachelor's thesis deals with an innovation of the marketing communications strategy for the brand 34R BMX. All of the suggestions and recommendations below are based on the analyzed current marketing communications strategy discussed from my point of view in the analytical part as well as on the questionnaire survey and its results debated and evaluated in the previous 8th chapter.

▪ E-commerce

In addition to the analyzing part concerning the business activities, I dare to claim that 34R BMX operates with e-commerce and its B2B and B2C very well. Its distributional map is growing up and there are still some more distributors in progress. B2C model seems to be quite all right. The brand places its customers at first so they may get 34R BMX products on the internet (e-shop), at competitions where the brand is taking part and has its own kiosk with products, bike service et cetera there.

▪ 34R BMX Webpages

A little bit bigger improvement could be made when we are talking about websites of the brand. As I mentioned, some parts and elements requires help with organizing and completing the information. In my opinion, the most urgent update should be done in the section Team. It is almost impossible to find out who is supported by the brand and who the PRO and FLOW team riders are. These data are not updated at all and although co-owners are updating News section the Team is not. All the fans, customers and anyone else actually should be provided with such simple accurate information which is also powerful when someone is deciding about the buying of the certain product.

I made some notes about the News section acting as a homepage. I would change in the structure of this homepage. There are too many pictures and no text. The visitor of the webpages might find it a bit confusing because it seems like the pictures are coinciding together. It wouldn't be a bad decision to add two or three lines with the text or some comment under the each picture or news. Such a small action will help the webpages a lot and may cause a big recovery of the webpages and an improvement. On the other hand, lots of websites are trying to get closer to the mobile applications

in the visuals so I have to say that layout of the 34R BMX webpages makes such an impression of mobile application to me.

▪ **Current social sites - Facebook, Instagram, Flickr, Vimeo, Youtube**

In evidence to the social sites, there is also some space for improvement but not every social site needs it. Let's see each of the analyzed site one after one.

Facebook is a most powerful e-marketing tool nowadays. Just right when people like, comment or share a particular post, a status or a link, people will get know about this activity in their news feed or in the panel above the list of friends who are online. The Facebook activity seems to be well aimed because of the results of the questions regarding social sites and type of promotion that influences the most. 34R BMX handles it in a good way that pays off.

Regarding Instagram as the social sites I feel comfortable. As we know, Facebook, Inc. is the owner of Instagram and the growth of new Instagram users who are signing up is substantially growing up in the last few months. The brand is aware of that so that's why it operates with photos on such a mobile and web application well. My recommendation is to keep it updated as much as possible because I see it as the future when people are getting more and more smartphones and Instagram is transforming into browser webpage application as well.

If I imagine just ordinary users of the internet, I am sure people do not visit Flickr at all. It is not that famous like Instagram because there is no chance to adjust and edit your photos if I am not mistaken. Flickr mostly serves to photographers who want to present their pieces in a kind of album with a good resolution. I know there are some buttons for sharing which enable to share picture just by one click to the more than one social site (e.g. when uploading a photo via Instagram you can share this photography via this site also to some others – Facebook, Twitter, Tumblr, Flickr,...), but I still do think it is not necessary to update Flickr. The data analyzed from the 34R BMX Flickr page evidence the same facts when we are looking at the visit rate.

Both, Vimeo and Youtube are perceived with satisfaction and interest of the users. Each of them has its own pros and cons. The biggest advantage of Youtube is a visit rate. The advantage of Vimeo is a bit better quality and no adverts before loading videos. I would recommend focusing more on the Vimeo channel because of the previous reason and also because of the premium account that 34R BMX pays monthly.

- **Catalogues**

Although new age is coming up with new methods and ways of promoting yourself, printed catalogues are not useless as we may think. Of course, they are not so favorite as they used to be but 34R BMX should keep them for presentations of products at competitions, expos or some meeting in person. Not every time the brand presents all the products and goods at stage so it is a good way how to show something what is missing at stage. The catalogues may help also provide information about the product when we forget something. It is not necessary to print them in huge amounts of expenditures but is still good to have them at hand.

- **Events**

According to the question number 8, respondents would appreciate more competitions, jams directed by the brand. I am not saying it is the best idea to organize two events each month but there could be like approximately from five to eight events during the season. A very good example was event called Stereo Street Jam when 34R BMX organized this event and get into the public with riders. It would help to promote the brand and allure new people.

- **Team riders**

Respondents are influenced by the representatives of the brand a lot. Based on the latest news, the best Czech and one of the best professional BMX riders Michael Beran left the brand 34R BMX. Now, it is very important for the brand to find anyone else who could represent the brand at least just like Michael Beran did on the Czech and the international scenes in the last two years and anyone who will be visible or somehow special to the people, fans and other spectators. This should be the biggest challenge for the co-owners.

- **New social site - Twitter**

The biggest change regarding social sites could be made with creating a new official fan page on a social site Twitter. It is the second most widespread site especially in the US and there is much bigger potential than on Flickr. Twitter enables also uploading and sharing pictures from Instagram so it is easy to use and to keep it up-to-date just like Facebook where you can share pictures via Instagram.

CONCLUSION

The new age offers new technologies and opportunities or threats which each company or brand should take as an advantage to make a profit or eliminate them in terms of threats. That brings also new marketing tools that are very likely to be used in the recent years. Almost each company or brand adapts to this trend and launched its own websites or social sites which are one of the best marketing communications tool on the internet. This trend will continue and there is a high probability this way of promotion will be still rising up.

As a part of my bachelor's thesis I characterized the brand with the basic description of 34R BMX, provided information about the history of the brand and its products as well. After that, I analyzed its current marketing communications strategy that is focused especially on the social sites due to a very specific target segment of the extreme sport freestyle BMX as the one of the biking discipline.

The most crucial part of this thesis was the questionnaire survey that was done to get answers on the particular questions connected with the marketing communications side of the 34R BMX and helped me to reach the goal of my thesis. A discussion about charts with my comments and opinions came to each question right after. That resulted in recommendation that was written and based on the respondents' answers. My personal view was included to this suggestion how to improve and to innovate the marketing communication strategy of the brand as well.

This research showed that 34R BMX do its marketing well but there are still some gaps which should be filled in or improved. Because of this fact, the brand should consider this suggestion with results of the survey and try to make changes in terms of the easiest and the least expensive ideas and issues at least. It is expected Facebook and fan pages will become the best marketing tool on the internet in a near future.

BIBLIOGRAPHY

- Bělohávek, František. 2001. *Management*. Olomouc: Rubico.
- Cannon, Joseph P. 2008. *Basic marketing: A Global-Managerial Approach*. New York: McGraw-Hill.
- Elgin, Ben. 2003. Search Engines Are Picking Up Steam. *BusinessWeek*, March 24, 2003. pp. 86-87.; Prime Clicking Time. *The Economist*, May 31, 2003. p. 65.
- Fill, Chris. 2011. *Essentials of Marketing Communications*. Harlow, England: Pearson Education Limited.
- Foret, Miroslav. 2011. *Marketingová komunikace*. Brno: Computer Press.
- Hanzelková, Alena., Miloslav Keřkovský, Hana Odehnalová, and Oldřich Vykypěl. 2009. *Strategický marketing: teorie pro praxi*. Praha: C. H. Beck.
- Hesková, Marie. Štarchoň. Peter. 2009. *Marketingová komunikace a moderní trendy v marketing*. Praha: Oeconomica.
- Kotler, Philip. 2002. *Marketing Management: Custom Edition for University of Phoenix*. Upper Saddle River, N.J.: Prentice Hall.
- Kotler, Philip. 2007. *A framework for marketing management*. Upper Saddle River, N.J.: Prentice Hall.
- Kotler, Philip. 2007. *Moderní marketing*. Praha: Grada.
- Kotler, Philip. c2006. *Marketing Management. Twelfth edition*. Upper Saddle River, N.J.: Prentice Hall.
- Kurtz, D. L. 2006. *Principles of Marketing*. Mason, Ohio: Thomson/South-Western.
- McCarthy, Michael. 2002. Direct Marketing gets Cannes Do Spirit. *USA Today*. June 17. 4B.
- Moudrý, Marek. 2008. *Marketing: základy marketingu: učebnice učitele*. Kralice na Hané: Computer Media.
- Přikrylová, Jana. 2010. *Moderní marketingová komunikace*. Praha: Grada.
- Smith, Paul. 2000. *Moderní marketing*. Praha: Computer Press.
- 34R BMX company – Youtube. 34R BMX company.
<https://www.youtube.com/34RBMXcompany> (accessed January 7, 2013).
- Facebook. FREE FOR RIDE | 34R | - 34R company story.
<https://www.facebook.com/notes/free-for-ride-34r-/34r-company-story/490735134274615> (accessed January 6, 2013).

Facebook. FREE FOR RIDE | 34R | - O značce 34R.

<https://www.facebook.com/notes/free-for-ride-34r-/o-zna%C4%8Dce-34r/556456117702516> (accessed January 6, 2013).

Flicker: 34R bmx's Photostream. 34R bmx's Photostream.

<http://www.flickr.com/photos/34rbmx/> (accessed January 7, 2013).

Info | 34r bmx company. 34R – Free For Ride. <http://34r.cz/company> (accessed January 6, 2013).

Presenting Vimeo Plus. Why wait? – Join Vimeo Plus Now!.

https://vimeo.com/plus?utm_expid=1886338-27&utm_referrer=http%3A%2F%2Fwww.facebook.com%2Ffl.php%3Fu%3Dhttps%253A%252F%252Fvimeo.com%252Fplus%26h%3DvAQG_CJQ2 (accessed January 8, 2013).

Top 15 Most Popular Social Networking Sites. 2012. eBIZ/MBA, April. <http://www.ebizmba.com/articles/social-networking-websites> (accessed February 19, 2013)

LIST OF ABBREVIATIONS

34R	Free For Ride
B2B	Business-to-business
B2C	Business-to-customer
BMX	Bicycle Motocross, Bike Motocross
CNC	Computer Numerically Controlled
HD	High Definition
PRO	Professional
US	the United States
www	World Wide Web

LIST OF TABLES

Table 1: Marketing communications mix tools: 4P and 4C	14
Table 2: Comparing Business-to-Business Marketing and Consumer Marketing	17
Table 3: Basic information about the brand.....	27
Table 4: Major products.....	30
Table 5: 34R BMX SWOT Analysis	32
Table 6: Major 34R BMX Instagram hashtags	39
Table 7: Minor 34R BMX Instagram hashtags.....	40
Table 8: Gender	56

LIST OF FIGURES

Figure 1: A connection between the marketing communications mix and marketing mix.....	14
Figure 2: Overview of Marketing Strategy Planning Process.....	15
Figure 3: Basic scheme of the communications process.....	20
Figure 4: Free For Ride Logo.....	27
Figure 5: Everything we do, we do with love for BMX.....	28
Figure 6: List of current distributors.....	31
Figure 7: Layout of the 34R BMX websites.....	37
Figure 8: 34R BMX Facebook fan page.....	38
Figure 9: 34RBMX Instagram fan page.....	39
Figure 10: 34R – BMX COMPANY Vimeo fan page.....	41
Figure 11: BMX Awareness.....	44
Figure 12: 34R BMX Awareness.....	45
Figure 13: Source of 34R BMX awareness.....	46
Figure 14: Sufficient promotion.....	47
Figure 15: Handling a 34R BMX promotion.....	48
Figure 16: Popularity of 34R BMX promotion.....	49
Figure 17: The best way of 34R BMX promotion.....	50
Figure 18: Appreciation.....	51
Figure 19: Usage of the internet.....	54
Figure 20: The most visited social site.....	55
Figure 21: Gender.....	56
Figure 22: Age.....	57
Figure 23: A respondent's relationship to BMX.....	58

APPENDICES

- P I A questionnaire survey An Innovation in the Marketing Communications Strategy
 for the Brand 34R BMX – Czech version
- P II A questionnaire survey An Innovation in the Marketing Communications Strategy
 for the Brand 34R BMX – English version

APPENDIX P I: AN INNOVATION IN THE MARKETING COMMUNICATIONS STRATEGY FOR THE BRAND 34R BMX

Vážené kolegyně, vážení kolegové,

jmenuji se Martin Koňářík a jsem studentem třetího ročníku bakalářského studia Fakulty humanitních studií, Univerzity Tomáše Bati ve Zlíně a provádím dotazníkové šetření. Získané informace budou zdrojem pro moji bakalářskou práci, která se zabývá inovací marketingového komunikačního mixu značky 34R BMX Company.

Cílem tohoto šetření je zjistit, jak je vnímána značka 34R z hlediska její propagace na trhu spojeném s odvětvím cyklistiky mladého sportu BMX a poté - na základě výsledků dotazníku, navrhnout inovaci reklamy pro výše uvedenou značku.

Jsem si vědom toho, že vyplnění dotazníku musíte věnovat Váš čas. Avšak jeho vyplnění by nemělo zabrat více než 5 minut. Dotazník slouží výhradně pro akademické účely, cílem je pouze získat potřebné informace. Informace o respondentech jsou tedy anonymní. Zároveň Vás ale prosím o zamyšlení se a o pravdivé odpovědi.

Děkuji za Vaši pomoc a věnování času.

Martin Koňářík

student oboru Anglický jazyk pro manažerskou praxi

Fakulta humanitních studií

Univerzita Tomáše Bati ve Zlíně

1. Setkali jste se již se sportem freestyle BMX?

Sport BMX se řadí mezi jednu z disciplín cyklistiky. Jedná se adrenalinový sport podobný skateboardingu, kdy jezdci jezdí na malých kolech BMX a trénují na skocích, ve skateparcích apod. nejrůznější triky s kolem.

- a. ano
- b. ne

2. Slyšeli jste již o značce 34R BMX Company?

- a. ano
- b. ne

3. Jak jste se dozvěděli o značce 34R BMX Company?

- a. od rodiny, kamarádů, apod.
- b. z internetu (web, facebook,...)
- c. z katalogů/letáků
- d. z videa
- e. ze závodů, veletrhů

4. Myslíte si, že značka 34R BMX má dostatečnou reklamu?

- a. ano
- b. ne

5. Líbí se Vám, jak se značka 34R BMX propaguje?

- a. ano
- b. ne

6. Líbí se Vám, jak se značka 34R BMX propaguje?

Propace = způsob oslovování zákazníků (současných i potencionálních)

Líbí se mi hodně 1 – 2 – 3 – 4 – 5 Nelíbí se mi vůbec

7. Jakým způsobem se 34R podle Vás nejlépe propaguje?

- a. produktovými katalogy
- b. organizováním závodů, jamů aj. akcí
- c. internetem (webové stránky, sociální sítě - Facebook,...)
- d. sponzorováním jezdců
- e. videi (z jamů, road tripů, aj.)

8. Uvítali byste více:

- a. Katalogy, jejichž součástí jsou i teamový jezdcí (jejich fotky z ježdění apod. pro podporu reklamy 34R)
- b. webové stránky s pravidelnou aktualizací a aktuálními novinkami, jak z ČR, tak i ze zahraniční BMX scény (nejsem si jist, jestli třeba sekce TEAM je zcela aktuální viz PRO team riders Honza Janečka, Petr Kaplan)
- c. aktuálních informací na sociálních sítích (o teamových jezdcích a jezdcích podporovaných 34R v jakékoliv míře)
- d. závodů, jamů či podobných akcí
- e. jiné (uved'te):

9. Jaký druh reklamy Vás nejvíce ovlivňuje?

- a. časopisy, noviny, letáky apod.
- b. reference (osobní zkušenost, doporučení od známých,...)

- c. týmový jezdcí
- d. internetové stránky (sociální sítě,...)
- e. jiné (uved'te):

10. K čemu využíváte internet?

Vyberte minimálně 1 odpověď, maximálně 3 odpovědi.

- a. e-mail
- b. sociální sítě
- c. poslech hudbu, sledování videí
- d. hraní her
- e. jiné (uved'te):

11. Kterou z následujících sociálních sítí navštěvujete nejčastěji?

- a. Facebook
- b. MySpace
- c. Google+
- d. Twitter
- e. Instagram
- f. jiné (uved'te):

12. Jste:

- a. žena
- b. muž

13. Kolik je Vám let?

- a. méně než 10
- b. 10-14
- c. 15-19
- d. 20-24
- e. 24 a více

14. Jaký je Váš vztah k BMX?

- a. jezdec
- b. divák, fanoušek
- c. žádný (nezajímám se o BMX,...)

APPENDIX P II: AN INNOVATION IN THE MARKETING COMMUNICATIONS STRATEGY FOR THE BRAND 34R BMX

Dear respondents,

my name is Martin Konarik. I have been studying a third year of bachelor's degree English for Business Administration, Faculty of Humanities at Tomas Bata University in Zlin (Czech Republic) and I am doing a short research. All the information is going to be a source for my bachelor's thesis called An Innovation Marketing Communications Strategy for the Brand 34R BMX.

The aim of this questionnaire is to find out how the brand 34R BMX is perceived in terms of its promotion in the bike industry market and then to suggest an innovation in the marketing communication based on the results of questionnaire.

A completion of this survey should not take more than 5 minutes. The questionnaire just makes for the academic purposes. All the information about respondents is innominate.

Thank you for your help, time and 34R BMX Company for its cooperation.

Martin Konarik

student of English for Business Administration

Faculty of Humanities

Tomas Bata University in Zlin

1. Have you ever seen a sport BMX?

BMX belongs to the one of many cycling disciplines. This sport is perceived as the adrenaline sport as well as skateboarding. The riders ride their small BMX bikes and train tricks with their bikes on various jumps, in the skate parks etc.

- a. Yes
- b. No

2. Do you know a brand 34R BMX?

- a. Yes
- b. No

- 3. Where did you get the very first information about 34R BMX Company from?**
- family, friends,...
 - on the internet (webpages, e-mail, Facebook...)
 - catalogues, newsletters
 - photos, videos
 - competitions, expo
- 4. Do you think 34R BMX has a sufficient promotion?**
- Yes
 - No
- 5. Do you like the way 34R BMX Company handles its promotion?**
- Yes
 - No
- 6. Evaluate how much you like the promotion of 34R BMX Company.**
- I really like it 1 – 2 – 3 – 4 – 5 I hate it
- 7. What is the best way how 34R BMX Company promotes itself?**
- product's catalogues
 - organizing competitions, jams and other events
 - the internet (webpages, social sites - Facebook,...)
 - sponsoring riders
 - photos, videos (from road trips, jams, etc.)
- 8. You would appreciate more:**
- product's catalogues with team riders (their profiles, photos from trainings,..)
 - websites with current Czech and world's BMX news as well (updating "Team" section, etc.)
 - updates on the social networks (about team riders and riders supported any way by 34R BMX Company, etc.)
 - competitions, jams, other events directed by 34R BMX Company
 - Other:
- 9. Which one of the following types of promotion influences you the most?**
- newspapers, magazines, leaflets,...
 - television, radio adverts
 - references (from family members, friends,...), personal experience
 - internet (websites, social sites,...)
 - team riders

10. What do you use the internet for?

Check at least 1 answer, 3 answers maximally.

- a. e-mail
- b. social sites
- c. listening to music, watching videos
- d. reading articles, news, magazines, etc.
- e. playing online games
- f. Other:

11. Which one of the following social sites do you visit the most?

- g. Facebook
- h. MySpace
- i. Google+
- j. Twitter
- k. Instagram
- l. Other:

12. Gender:

- a. Female
- b. Male

13. Age:

- a. Less than 10
- b. 10-14
- c. 15-19
- d. 20-24
- e. 24 and more

14. What is your relationship to the sport BMX?

- a. rider
- b. fan, spectator
- c. none (I am not interested in BMX, I do not know BMX, etc.)