Annotation

Diploma Thesis *Celebrity Marketing as a Tool for Marketing Communication: A Comparison of the Attitudes of the Brands Lancôme and Estée Lauder* addresses the phenomenon of celebrity marketing and also how these brands work with celebrities in their advertising campaigns. The thesis is opened by a theoretical chapter that deals with the concept of celebrity, history of celebrity and celebrity marketing as well. It deals with the theories of choice of celebrities, as well as the advantages and disadvantages of using famous faces in the campaigns.

In the descriptive part, there are described selected brands, their history, identity and ways of their working with the celebrities. The analytical part of the thesis examines how are celebrities used by both brands. For the analysis, the printed magazine (Elle, Marianne and Marie Claire) and the advertisements inside were selected. The main focus is on determining whether the celebrities are really used by the brands and how. It is believed that the brands use celebrities, but each brand works differently with them. The work primarily uses the methods of quantitative content analysis, but part of the research is also qualitative. The main goal of the thesis is to find out to what extent celebrities are used in the marketing campaigns of both brands and to highlight the most significant differences between the brands.