

This bachelor thesis aims at analysing Dove brand strategy on the czech market since its launch in 1995.

The text is divided into two parts. The theoretical part is foc used on a brand and the brand strategy in a context of a marketing communications and its essential role in the brand building process in a current, very competitive environment. The brand thinking and the key brand attributes are specified, brand identity and brand equity and its role from both, consumer and producer point of view. Describing the strategic analyse of a brand, its phases and analysing the importance of a consistent identity and positioning of a brand. Focusing on key functions for developing the brand strategy, factors of influence and describing the brand strategy as a direction for brand activities.

The second part describes Dove brand, its history, identity, key attributes, positioning and the development of its communication strategy. Focusing on its role on the czech market since 1995 and the communication strategy used since its entry as a tool for differentiating the brand among competitors. The key factors of its success and the relevant benefits the brand offers consumer are described. Demonstrating the importance of a clear, consistent strategy in the process of building a strong, long-lasting brand.