

Private local brand promotion during „Third republic“ period: Rudolf Poborsky’s distillery

Summary

This thesis targets to explore how the uprising communist power impacted corporate communication. Although communists declared allowance of small business existence, they have destroyed it later. Communication investigation reveals hot topics of the era and – in this small local scale – entrepreneurs’ approach. The case study of a family distillery delivers the story in a very human way and shows owners’ personal journeys rather than deep analysis of the current political situation as such.

The thesis aims to show how owner’s attitude contributes to the communication with customers and in what situation these small businesses found themselves during Third republic. In this particular case; I aimed to generalize thesis’ conclusions by demonstrating other businesses in the same field. I’ve performed the research using mainly own family’s private archive, which contains a comprehensive collection of both company and private communication documents. I’ve used the books “Proměny české společnosti 1948-1960” by Karel Kaplan to support those historical parts and “Kapitalismus na kolenou” by Jakub Rákosník to explore economic situation of the period.

Investigation proved these businessmen managed to embed their attitude into their corporate communication very well. The individual parts of their promotion mix sharply collided with communist’ propaganda. The research clearly depicts how corporate communication strongly articulates entrepreneurs’ current feelings and emotions and how they strived to influence their customers.