

Abstract

The topic of this bachelor thesis is the impact of storytelling and its characteristics in TV advertising on Czech consumers, demonstrated on four examples of Christmas TV adverts. The chosen TV commercials were created in the Czech Republic, they were selected to eliminate the language barrier. The thesis follows foreign researches of viewer attitudes towards the stories in advertising, which contain the emotional appeal and extends this kind of research to the Czech environment. The aim of this paper is to examine the ways how Czech consumers feel about this type of brand communication, whether the age is an important factor in those attitudes and whether are consumers able to connect the story of an advert with the stated brand.

The practical part of this thesis focuses on a qualitative questionnaire, designed in the form of interviews with twelve respondents. These respondents were divided into three groups according to their age to examine, whether the age plays an important role in the attitude towards the shown advert. The interview was based on four specific Czech TV Christmas adverts, which were shown to each respondent right at the beginning of an interview. The result of this research is the closer look to the reasons of the consumer attitudes towards the usage of storytelling in Christmas TV adverts.