The concept of banal nationalism as Michael Billig introduces it in his works is possible to use in various areas of social science. The options of its use can be surely found even in the field of media studies. I have decided to apply this approach in analyzing five chosen Czech advertisements. These ads have various looks, they are focused on different groups of recipients and at first they differ heavily from each other. My goal was to find the elements of the banal nationalism in them and separate these from the big nationalism, the demonstrative one. I was interested in what elements do producers of ads use when they create an ad for a domestic audience and what elements they use to create an ad for an audience that can hardly be called domestic. I was focused not just on the obvious elements, but also on the petit differences and nuances which often come to be very important.