

## **Abstract**

This bachelor thesis focuses on the menstrual taboo and how menstruation is presented in advertising. The thesis aimed to analyze the perspective of female consumers of menstrual products on the marketing communication of the Czech brand Snuggs, which through its marketing communication opens up taboo topics related to menstruation. To achieve this goal, I chose a quantitative research method, namely an online questionnaire survey. The results showed that the given marketing communication of Snuggs, which deals with the detabooing of menstruation, is rather perceived as positive and likeable by the respondents. Thus, the findings suggest that communicating menstruation in the marketing space is primarily perceived positively when menstruation is discussed openly and realistically. The results of this study provide useful information for companies selling menstrual products that try to communicate openly about menstruation in the Czech Republic.