

Mercedes-Benz and BMW have different brand philosophy, but they share market segments, primary audience and technologies implemented in their products. All the above characterizes communication of these brands as a very profitable and interesting study about communication of huge international companies, which share almost every market, economical and marketing aspect, except for the individual views of the product they make. The aim is to identify the differences of Czech market communication of the companies which share the primary target group, which have similar marketing and communication mixes. In this work I will go through and compare examples of the ATL and BTL communication outputs, will work through marketing and communication mixes. The result of this work is the discrimination of key differences of the communication of the companies and the SWOT analysis. This knowledge is key important for understanding the market communication in terms of international companies as a whole. The profit of this work is the deeper understanding of rival companies market communication.