

Bachelor's thesis „The Dior J'adore campaign in 2000-2010“ deals with marketing communication of Dior J'adore perfume during specified period of time. Visuals and TV spots are analyzed from different points of view such as luxury goods marketing, principles of cultural branding, psychology of colours or visual perception. The thesis reveals content and meaning aspects of the communication which are evident as well as latent ones through which the perfume intends to achieve good market position, success and differentiation from competitors. Elements of the campaign, both typical and atypical for this category of luxury goods, are listed. Thesis describes a possible way to communicate the product in modern way and not to forget traditional and historical values of the whole company and the Dior brand at the same time.