

The bachelor thesis called „Relaunch of established brand shown on an example of Benzina plus in the year 2008“ is focused on the relaunching process of a Czech traditional brand Benzina and its decrease of commercial potential and reputation that threatened its position on the market in 2006. Benzina decided to start a process of fundamental strategic change that represents the core of my thesis. Beginning with the description of the brand's meaning and its characteristics I stress their importance for all companies in being successful following by short analysis of the Czech petrol station market and introduction of the company itself. Benzina as a company that serves its customers for over 50 years was not perceived as a loyal company with positive associations and image, good services neither. The core part of my thesis introduces particular steps in the whole process of restructuring the identity into becoming a new brand called Benzina plus. I also focus on the representation of the new brand describing its new image, equity and also customer focus group. Further I describe the communication tools and media mix. The last part of my work analyses the campaign “Měníme se v čase” (“We are changing in time”) that launched this new brand publicly throughout media in 2008. Properly I define creative performance, media plan, purposes in affecting the determined consumer group and the final results of this campaign. As a conclusion I summarize all notifications and results and I also evaluate the impact and innovations in the communication strategy of a new premium brand.