

My Bachelor thesis „Bata brand in commercials in 1920-1925” deals with marketing communications of Zlin company in the referenced years.

First part of the thesis describes brief history of Bata company. Next chapter describes relation of factory founder Tomas Bata to advertisement, which was very positive. Main part of my thesis describes commercials in newspapers Narodní listy via description by time axis. In the other parts of bachelor thesis film advertisement is described. Among other forms of marketing communications of Bata company, which was used between years 1920–1925, belong posters, leaflets, shop windows, company signs, logo, commercial in services, Bata’s price, prospectuses. Bachelor thesis deals with them also. My thesis also proposes to find out the methods, when was they communicated, what and how communicated. Thesis gives the communication in the times coherence of the events in Czechoslovakia. In the resume the thesis summaries the way, how firm build the brand Bata.