

Bachelor thesis „Introducing the brand Vina z Moravy, vina z Cech in 2006-2008“ deals with the process of creating and introducing the brand Vina z Moravy, vina z Cech and its communication activities of this brand. It describes the phenomenon of viniculture and wine in the Czech Republic and briefly maps the domestic wine market and communication activities, which had taken place in it so far. It presents the wine as a product with certain specifics in the terms of marketing communication and it tries to shortly describe these specifics. Thesis also analyses thoroughly the creation of the brand and its basic properties. Besides describing the brand itself the thesis also deals with the particular communication activities, which had been related to the brand and had been launched in 2006 – 2008. With the help of overall mapping of the campaign of the brand thesis puts the brand in the context of marketing communication of products. In particular chapters it describes some unusual characteristics, which the brand indicates considering its aims. The building of the brand and its communication are described as well as commented with reference to the theoretical basis of marketing communication.