

Bachelor thesis "Marketing Communication British brand in 2010 - 2011" describes the marketing communication of the brand Brit. Brit produces the premium „Brit Premium“ and the super premium „Brit Care“ food for dogs and cats on the Czech market within the last two years.

The work includes basic information about the company Vafo that owns the Brit, deals with the identity and the image of the brand Brit, its market positioning and the competing products and brands (Proplan, Eukanuba, Royal Canin and Hill's). The second chapter of the thesis is devoted to the marketing communications, which also includes the description of the brand marketing mix. The third chapter focuses on the communication mix, describes the print ads, online communication (Web sites and Facebook), sales promotion (contests, monthly events), trade fairs, exhibitions and PR activities (sponsorship, donations, publicity, media relations, events and the corporate identity materials) of the brand Brit.

The Brit's communication activities and the competitor's communication activities (namely Hill's and Pedigree) are compared in the 4th part. The final part of the thesis evaluates the current brand communication and suggests possible future communication activities. The descriptive method is used for the analysis carried out in the thesis.