Abstract

This bachelor thesis „Marketing communications of Botas 66“ focuses on creating a new show brand Botas 66 which was designed by two students of Academy of Arts, Architecture and Design in Prague (Jan Klos a Jakub Korouš). Model Botas Classic has been in production since 1966 and was selected among Czech 100 design icons in 2005. Botas 66 builds up on this tradition. Two students created a new product line devoted to lifestyle. Project Botas 66 took part in many czech and european design competitions and won prices in ED-Awards and Czech Grand Design. This thesis also describes which packaging (shoebox), which happened to be used in one of guerilla activities. Point of purchase (Botas Concept Store) is located in Prague 1 and the space combines shop and art gallery at one place. Store hosted several events and art exhibitions to support local artist, build brand image and support sales. Thesis also analyses visual communication, logo and colours used in corporate identity. As a member of Czech Selection Botas 66 took part in trade shows in London and Milano. Shoes are still made in factory of Botas a.s. in Skuteč which differentiate Botas 66 from global shoe brands. Company Artport s.r.o. manages marketing communication and creates image of Botas 66, meanwhile Botas a.s. only manufacture shoes.