

Abstract

The bachelor theses „Communication of HORNBACH in year 2009 focused on campaign „Make it your project!“ – case study“ deals with three communication campaigns and further communication activities of HORNBACH DIY retail company in the Czech Republic in 2009. The aim of the theses is to define the HORNBACH brand on the Czech market, compare it with its competitors and then describe and analyze three campaigns – one that maintains the position of the brand, one that communicates low prices and finally the complex campaign called „Make it your project!“. The thesis is focused particularly on TV commercials, print advertising and communication via social networks and a company website. Analyzed communication activities are put in context with the brand positioning, brand image and the economical results of the HORNBACH Company in the year 2009/2010. The communication activities were analyzed and evaluated according to information from literature and articles.