

## **Abstract**

The bachelor thesis at hand “Marketing Targeting Children Illustrated with Dairy Products” describes the specifics of advertising directed at children. It outlines how children are protected from the adverse effects of advertising by law as well as by measures of different organisations. The thesis takes into consideration the uniqueness of children as a target group, thus dividing them up into segments created according to their age or other parameters. The third chapter focuses on consumer socialisation of children, meaning that children are being influenced by the environment around them when they are growing up. The principal part of the paper is advertising and its effect on children, whereby it elaborates on the psychological and audiovisual methods advertising is using.

Theoretical knowledge based on academic books or electronic resources is applied to practical examples, namely on communication of the brands Pribináček and Kostíci, which produce dairy desserts for children. The bachelor thesis is characterising the basic media types that advertising directed at children uses and – based on this – describes and evaluates the communication of the two brands mentioned above.