

Abstract

This Bachelor Thesis focuses on Winery Marketing - its theory, and especially its use in practice. The major focus is a comparative analysis of two competitors in the Czech wine market - the brands Templarske sklepy Cejkovice and Bohemia Sekt - the most active in domestic wine marketing. These are first described and analyzed in detail and then compared concerning their brand identities, the history of their communication and the actual marketing activities used within the years 2011 and 2012, and also their image in the eyes of customers. This thesis focuses especially on public relations, press, internet, sales promotion and then on the activities specific to each particular brand. Within the analysis some basic theory and practical use of Wine Marketing is also described.

The goal of this thesis is a comparison of the communication strategies of these two brands, its evaluation and a proposal for some improvements concerning the respective communication strategies. The practical part, attached below, focuses on the brand perception by wine consumers and wine professionals. The results should help to identify the pros and cons of these brands, their popularity among consumers and the different points of view of consumers and professionals.