

Abstract

Bachelor thesis "Transformation of marketing communication of Gabriella Salvete" analyzes the transformation of marketing communication and brand perception of beauty brand Gabriella Salvete on the Czech market from 2011 to 2014. Describes the status of the company before the transformation of communication and defines the main competitors, target groups and potential shortcomings. In addition reveals the strategy of transformation and tools used in the new way of communication. It deals with real impacts of the transformation on a competitive level through the target groups. The aim is to monitor the new communication strategy of Gabriella Salvete, form of their implementation and their impact on brand perception. To achieve this goal, the thesis also uses the results of student's own research.