

Abstract

This Bachelor Thesis studies the topic of using situational and particularly the language humour in marketing communication, specifically of T-Mobile company in the years of 2012-2013. The T-Mobile advertising campaign has gained a great success and popularity among both general and professional public, moreover has become a model example that is being copied by others. The aim of this Bachelor Thesis is to present and to analyse the key success factors of the campaign with emphasis on the analysis of the used language humour. The Introduction aims to present the topic; the Subject is divided into two parts. First part studies the history of language humour in the Czech advertising and points to the importance of Martin Jaroš, the author of a turning-point marketing concept of T-Mobile company, for Czech advertising. The second part consists of a description and analysis of both language humour and results of the T-Mobile campaigns. The second part further consists of a comparison with the advertising competitors during a given period, and its potential influence to their campaigns; of analysis of other mobile operators success within social networking sites. The Conclusion discusses the future and the essence of using the language humour in marketing communication.