Abstract
With the Internet, mobile devices and other technological innovations, advertisements have an easy way to the customers. On the other hand, all these channels and opportunities to communicate make it harder for the ads to actually affect the public. Therefore, the advertisers and creative agencies have to use more aggressive and unusual techniques to catch the people’s attention. One form that wants to differentiate itself from the other ads is shockvertising, ads using shock appeal to communicate. And this type of advertising is the topic of this bachelor thesis. The aim is to find out how Czech creative workers view the use of shockvertising. Despite the fact that ads with shock appeal are no exceptions, not many professional publications focus on them as their core topic. Authors often include them into the social advertising or state them just as one of the types of creative advertising. This thesis wants to change this and concentrate purely on the shockvertising. To do this, the theoretical basis is a necessary part of the thesis. The second part is a research on shockvertising, done by ten interviews with Czech creative workers.