Abstract

The main theme of this work is to analyze the factors that make the previously unpopular brand Svijany one of the most profitable brand of beer in the Czech Republic. The work is first given to describe the tools of marketing communication that uses Brewery Svijany to its promotion and communication with the public. Each tool is theoretically characterized and subsequently described its use in Brewery Svijany communication practice. In the second part I analyze the impact of marketing communication on the growing popularity of the brand. A key issue is the quality of the beer brand Svijany, process and technologies used in its manufacture, as the major factors affecting the growing popularity and success of the Svijany brand.