

Abstract

The bachelor thesis deals with communication activities of Staropramen Cool brand in the timeframe 2011–2014. Its main objective is to compare communication activities in individual years by the method of comparative analysis and to describe how they changed over the years. The secondary objective is to determine what are the common and different elements of communication in the segment of flavoured beer. The first part of the thesis deals with the segment of flavoured beer, explains its origin and development. Then, the thesis is focused on the competing brands of Staropramen Cool brand and analyses their communication activities. The next part introduces Pivovary Staropramen company, whose portfolio includes Staropramen Cool brand. The following part is focused on Staropramen Cool brand and its marketing aspects and includes comparative analysis of its communication activities. Most attention is paid to advertising, sales promotion, sponsoring, online communication and public relations as tools by which the brand communicates with consumers. The final part includes the results of the comparison of the brand communication activities in the defined timeframe and evaluate communication problems. Then, the common and different elements of communication in the segment are revealed.