

Abstract

This thesis focuses on the in-store marketing communication of Sberbank CZ, a. s., specifically on multisensory marketing and its usage by the bank. The first theoretical part defines the specific field of services marketing with its five most common key characteristics, defines in-store marketing communication and its importance as well as focuses on the multisensory marketing with deep down focus on each of our senses.

In the second part of the thesis one can find the description of current use of multisensory marketing inside the Sberbank CZ branches using theoretical knowledge from the theoretical part also supplemented with summaries and further recommendations.

The main focus is to describe current state and to find another opportunities in order to provide deeper multisensory experience inside bank branches to the visitors.