

Abstract

The main topic of this bachelor's thesis is to describe the media communication of Canon company in the Czech republic from its foundation to the present time. First part of the work explains the history of the Canon brand in the world, describes its product portfolio and names the important competitors. The first part also focuses on the Canon CZ, the Czech subsidiary of Canon Inc. Next part of the thesis briefly explains the theory of media and goes to the explanation of the particular ways how to promote a company in media. Such subjects as ATL, BTL, online media, public relations and sponsoring are being described. The main part of the thesis is the description of the mentioned promotion ways used on an example presented by the company Canon CZ. The analysis is divided into different time periods. Also sales results are mentioned in the end of the thesis. The work also constitutes of two researches which are a quantitative content analysis and a survey.