

ABSTRACT

Main idea of this Master thesis is to find out how advertising by posters affects on thinking and behavior of customers in the Czechoslovakia in The First republic era. Master thesis presents history of top companies in three main types of industry at these times – automotive, sweets and chocolate industry and footwear manufacturing. To get the outcome I used the method of comparing existing posters used by these companies – Laurin&Klement (Skoda), Aero, Praga, Orion and Bata, with their revenue and profits between 1918 – 1938. I also used publicly available data („secondary data“) from public statistics, annual reports, corporate and library archives and other relevant publications. Following the main idea of the thesis I found out, that using of paper posters in marketing influences business development of companies that I was writing about. It has also affect on B2C (business to consumer) relationship and helps to improve communication between company and customer. Main effect of using posters in marketing was growth of revenue and profits in analyzed industry. The most successful type of using poster was „the consistent poster“, following general and unified marketing strategy of the company. Even the companies that relied on originality and diversity of their posters also strongly supported and stimulated their production and initiated increased tendencies towards purchase. In that type of strategy had to be used very original ideas following original motto and good promotion of pricing and sales. This strategy was also very successful and affects customer’s needs and behavior in selling process. Another important result was, that the strategy also helped marketers to focus on new and very important target group of customers – women.