

Abstract

The bachelor thesis "Marketing Communication of Royal Canin in 2014-2016" describes the marketing communication of Royal Canin which manufactures super-premium food for dogs and cats. Descriptive analysis was applied in the thesis.

The thesis in the first part describes basic information about Royal Canin, its history, essence and identity, market placement and defines its main competitors (Hill's, Purina Pro Plan and Brit). The second part describes marketing communication of Royal Canin and also describes its marketing mix. The third part deals with a brand communication mix that includes printed and outdoor advertising, on-line communications (websites, social networks), sales support (shop events, loyalty program), fairs, exhibitions and PR activities (sponsorship, donations, events and media relations). The fourth part compares the brand's communication mix with the activities of competing brands Hill's, Purina Pro Plan, and Brit. In the fifth part of the thesis, the Royal Canin communication mix is evaluated and there are suggested possible changes in communication for the future.