Abstract

The thesis Product Advertisement in Czechoslovakia in the 70s – 80s and its comeback searches for the causes of successful comeback of products made and sold in socialistic era, returning to the market through the campaign RETRO Týden by the German food chain Lidl. Is the mentioned nostalgia and sweet memories connected with these products the main reason for the successful come back, or some other if there are any? The author of the thesis aims to answer these questions by semiotic analysis analysing thirty Czechoslovakian food packages, comparing fifteen “retro” packages that were sold during socialistic era to fifteen “present” packages of the same products. The survey interviews and characterizes of the conditions and the background of the time of the socialistic products’ occurrence on the market contributes to overview of the matter. Whilst todays food packages need, due to highly competitive market, attract attention to the product as much as possible and strive to distinguish the product from dozens of competitive products by noticeable design, bold colours or plenty of information, the products of socialistic era faced almost no competition.