

Abstract

This bachelor thesis deals with the analysis of the communication strategy of the Pornhub brand, a distributor of internet pornography, during 2013–2017. It also aims to answer the question whether the pornographic brand can be considered as a mainstream brand. The paper contains four chapters. The first chapter discusses the relationship between pornography and internet, the term mediated sex and, furthermore, the legislative framework of internet porn. In the second chapter, the author describes the Pornhub brand from the perspective of the marketing theory. The third section is focused on the marketing mix of the brand and then the development of the communication mix and its tools used by the brand. In the last chapter, the author evaluates the communication of the brand considering the position of pornography in the contemporary society. This paper shows that the brand is rather successful at communication with its users and broader public despite persisting social conventions. The effective communication is the key element for building the strong brand, and moreover, it leads to lower fluctuation in the page traffic and also creates a competitive advantage. Even though the brand is able to gradually change certain social norms, it is not certain that it will become a mainstream brand.