

Abstract

The topic of this bachelor's thesis is femvertising in relation to the beauty segment in the Czech Republic. The aim of this thesis was to analyse selected TV and online ads used in the Czech market in 2018 and 2019 and come to the conclusion (based on results from the analysis), if the femvertising phenomenon is present in the Czech market. The results of the qualitative content media analysis showed that all of the ads from the analysed sample contained femvertising elements and it was even possible to describe some of the ads as femvertising ads.