

Abstract

This bachelor thesis deals with strategies and techniques used by advertisers while communicating animal products. Researching these techniques, this paper observes psychological patterns through which our society rationalises animal consumption and subconsciously separates the notion of a living animal from the portion of meat on a plate. These patterns are deeply rooted in the so-called ideology of carnism, an ideology in which animal consumption is considered ethical and acceptable. Despite the justification for animal exploitation, most consumers are sensitive to the suffering of animals, which must be taken into consideration advertisers. Based on case studies of the campaigns Got milk, Vodňanská drůbež and S láskou k mléku, techniques are identified through which these products are communicated in order to make them acceptable by society. While studying these campaigns, the thesis discusses three key strategies that brands use while communicating animal products: celebrity endorsement, anthropomorphisation of animals and idealisation of animal welfare. Based on these findings, we can recognise that advertisers choose certain strategies for the consumer to rationalise meat consumption, thereby contributing to the consolidation of the profitable ideology of carnism.