

Abstract

This thesis deals with the negative impact of problematic pornography use among men. Scientific results from this research area described in the theoretical part, are used for creation of strategy proposal for NoFap, an online community helping men to end their problematic pornography use. The selected product for communication is a 90-day abstinence from pornography called NoFap Reboot. The main goal of this thesis is to find a specific product benefit which would make as many members of the target group as possible to try NoFap Reboot. Quantitative research among target group strictly follows a method called Profitbooster. Excluding the gained insight into the strategic planning faze of a marketing campaign, this thesis may serve as an elementary summary of scientific results from the academic area researching the negative impact of problematic pornography use.