

Abstract

This thesis deals with the advertising campaign of Generali, which was never put into practise. The campaign was created for insurance group Generali as an essay in school subject called 3MG321 Marketing Communications, that was taught in spring semester 2011 at the University of Economics in Prague. Campaigns authors are Jan Klusoň, Filip Mikschik, Hedvika Pajerová and Petra Pištěková. The new communication strategy proposed communication mix including TV, radio, internet, outdoor, indoor, print and direct mail. The practical part of this thesis examines the form of this campaign in that media and interprets them from a semiotic perspective. The analysis emphasis on the colours red and white and also on the character of a lion. These colours and the symbol are used by the Generali insurance company since its inception and are part of its logo also. The practical part is based on theoretical grounds, which include the interpretation of the character of the lion from biological, mythological, heraldic and dreamlike aspects. The theoretical part also describes the history of Generali logo, a lion character and use of colours in it, as well as a description of the occurrence of a lion character in the Czech media landscape demonstrated on the example of the Český lev. Without this demonstration and knowledge of Generalis logo history it would be impossible to correctly interpret the campaign. At the conclusion of the theoretical analysis is a general means of communication tools that are contained in the communication mix of analysed campaign Generali. Result of this work is to reveal close links of sciences marketing and semiotics.