

Abstract

The goal of my diploma thesis is to reveal a competitive struggle between a Czech company Emco and an international food concern Nestlé in a field of breakfast cereals in our market. The company Emco positions itself as a challenger brand that tries to reach the position of so called brand leader or at least to keep up with the current brand leader. My diploma thesis is focused on comparing the marketing activities of both completely different companies and on their evaluation which is based on results of a marketing research that I assembled for the purpose of this thesis. The thesis is divided into 4 parts. The first one is dedicated to defining terms like breakfast cereals or Czech cereal market. The second one characterises and compares given brands according to their history, international activities, competition and product mix. The third part analyzes and compares their marketing activities – the above-the-line one, the below-the-line one and even the through-the-line one. The last part's topic is a brand identity. In this part I consider both companies from the view of Margaret Mark's and Carol S. Pearson's theory of building brands through archetypes. And finally, there is the above mentioned research attached that is assembled as a combination of brand identity perception test and marketing communication awareness research. It focuses mainly on spontaneous recall.