

Abstract

The Bachelor's thesis entitled "Opportunities for Implementing Multisensory In-store Marketing, Demonstrated by Apple In-store Communication" addresses the marketing possibilities for including all of our senses in a retail store experience. It illustrates those marketing possibilities with current examples of Apple in-store communication. The first theoretical part defines in-store marketing communication, its terminology, provides information about multi sensory marketing and subsequently analyzes each of our senses with the potential for their in-store implementation.

In the second part of the theses, theoretical knowledge is used from the first part to describe in-store marketing communication at branded Apple stores, as well as at premium resellers that are found in the Czech Republic, such as iStyle, iSetos, and iWorld. Information about branded Apple stores is gained from literature and on-line sources. Information about premium resellers comes from my own observation and interviews with their employees. The main focus is on the description of the current situation, comparisons and finding new opportunities to implement our senses at in-store marketing communication at Apple stores and their premium resellers.