

Abstract

The aim of this thesis is to describe the attitude of Czech adolescent toward product placement (PP), a form of marketing communication in TV series. Having said that, the thesis describes the term “product placement”, its definition, history, development as well as its various formats. Apart from that, product placement's efficiency, legislative regulation and its meaning in marketing communication are taken into consideration. Besides, the thesis also defines the interactions between adolescents and commercials, and it refers to adolescents as a specific target group within marketing environment. The empiric model of product placement, based on adolescents' answers, describes the attitude of 507 respondents towards this marketing technique. The examination shows how Czech adolescents perceive TV series' product placement and whether they notice this technique in the chosen media format, and if the commercial message has an impact on the target group. Based on the analysis of all answers, a recommendation of product placement for Czech market will be set. On top of that, this recommendation includes an empiric model of product placement and a SWOT analysis to summarize strengths, weaknesses, opportunities and threats of this communication. The research, analyses and suggestions are the biggest contribution of this thesis.