

Abstract

This thesis focuses on the definition of the term postmodern marketing in the area of marketing literature. The postmodern marketing aims adaptation of innovative marketing strategies to specific changes in society and consumer behavior. In this context, there are introduced concepts as tribality, hyperreality, fragmentation or increased activity during the perception of consumers etc., in order to demonstrate described changes. Because the postmodern marketing is closely linked to the symbolism and meanings of consumption, this thesis includes the application of specific semiotics approaches and brand development with an emphasis on the fact that the brand itself is made up of sum of aspects, such as the logo or products, but its value is also constructed by meanings with which consumers associate the brand. The next part is devoted to community marketing and communication via social networking sites such as progressive approach that is able to connect the issues of the previous chapters (reaction to changes in society and consumers' requirements and space for the construction of the symbolic value of the brand). The summary of these individual components is described in the conclusion, in the case study analysis from ILP in order to examine whether it is possible to build a successful marketing campaign in accordance with the above assumptions.