

## **Abstract**

The Bachelor thesis entitled "In-store marketing communication of the Air Bank between 2011 – 2013" deals with Air Bank's marketing communication at the point of sale in the Czech Republic. It also aims at comparative descriptive analysis of in-store communication with the main competitor, Česká spořitelna.

In the first part of this thesis is used the retrieval of resources available for in-store marketing communication including presentation of the basic concepts. It also describes the history of this kind of communication and sensory marketing.

The second part deals with the description of the concept and the implementation of the corporate values to the in-store marketing communication of the bank. In this section there is also a comparative analysis with the competitor.

The results describe the status of Air Bank's communication during the first two years of operation on the market and the evaluation of competitive benchmark analysis.