

Abstract

This work focuses on the communication strategies aimed at subcultures and uses the brand Jägermeister as an example. The theoretical part serves as an explanation of concepts like marketing communication, the communication mix and its tools. Furthermore, it covers the topic of postmodern marketing, which enables us to better understand the current form of marketing in relation to the society. Such trends like viral marketing, buzz marketing or guerilla marketing that are used mainly for the young generation using the Internet, are also mentioned. A whole chapter of its own is dedicated to the theory of subcultures. The last part describes chosen subcultures that are targeted by the Jägermeister brand. The practical part introduces the Jägermeister brand and its position on the Czech market. Subsequently, it examines the communication strategy of the brand and its tools.