

## **Abstract**

The thesis, „In-store marketing communication of iSmoke.cz“, deals with in-store marketing communication, focusing mainly on multisensory communication and its practical use in the iSmoke Store.

The first part of the thesis presents a definition of in-store marketing communication, describes basic tools and terminology of this strategy, introduces multisensory communication, and focuses on current trends in in-store communication.

The second part of the thesis describes the concept of the iSmoke.cz online store and iSmoke Store focusing on the range of products, since they carry certain specific sales characteristics. The thesis also describes how in-store and multisensory communication are implemented in the iSmoke Store, making use of the theoretical basis laid down in the first part of the thesis.

The aim of the thesis is to describe and evaluate the current state of in-store marketing communication and find more ways of incorporating specific tools and senses inside of the stores.