

Abstract

This master thesis is focusing on celebrity endorsement used for product, brand or company promotion. The chosen example is compared with similar competitive ones and demonstrates critical view on celebrity endorsement as a phenomenon and also celebrities. The Grounded theory using repeated reading and coding is chosen as an analysis method for this thesis. This method is used in empirical part of the paper, applied on the interviews from every issue of the magazine ZOOT published and its results are interpreted and evaluated afterwards. The main aim of this thesis is to confirm or disprove the statement that magazine ZOOT uses communication strategy that differentiate it from its competition.