

Abstract

Electromobility is a big topic in today's society-wide debate. The marketing of electromobility is undoubtedly a key element of it, as it is marketing that brings the topic of electric vehicles to the attention of the general public. The bachelor thesis focuses on the way in which two different brands, namely Mercedes-Benz from the premium segment and Skoda Auto from the mass segment, carry out the marketing communication of electric vehicles. The marketing communication of these two automotive brands is subjected to descriptive and comparative analysis in the thesis. The analysis has been carried out on individual electric car campaigns. In the next part of the thesis, it was investigated how the different marketing communication and strategy of the car companies is accepted by the target group. From the research conducted, it was found that the mass and premium brand communication for electric cars is fundamentally different, yet still upholds some common values, namely sustainability. The quantitative research then found that respondents did not differ in the perceived level of persuasiveness of marketing communications to purchase a vehicle. However, there were differences in the level of brand likeability and engagement with Mercedes-Benz communications. For Skoda Auto, on the other hand, respondents had a higher level of familiarity and retention of their marketing communications, but the marketing itself was less well received.