

The bachelor dissertation called "The marketing communication analysis of the Podebradka Brand in 2006-2008" is focused on the description and evaluation of the marketing communication of one of the best-selling brands in the mineral water segment. The brief history of the Podebradka mineral water and the definition of the soft drinks market are examined in the introduction. There is also a description of the Podebradka's brand position on the market and it is compared to its competitors. The key part of the dissertation is dedicated to the marketing and communication mix analysis based on the secondary data which were mainly taken from the internet and Podebradka's magazines. The evaluation of the marketing communication and its consistency are performed on the basis of these analyses in conclusion. According to this evaluation it was possible to propose several changes in communication mix of this brand which could contribute to its more effective communication and its differentiation from competitors.