

Abstract

The aim of the diploma thesis is to describe the issue of transfer of information in commercial communication and advertising. Using the essential sociological theories it tries to describe the process of designing meaningful and successful commercial communication and points out all the complications which can appear. The increased emphasis is put on the importance of understanding the participant's (sender, receiver) behavior and motivations – in commercial communication represented by the knowledge of target group and the brand itself. Based on the theoretical approaches to the communication process – mainly Stuart's Hall reception theory, Cacioppo's Elaboration Likelihood model and Petty's Laswell formula - the thesis describes how to design the advertising campaign properly. It is always helpful to analyze the current situation you are in, analyze your customer's interests and when you finally decide which message you want to use in communication, the keystone of the successful transmission is to code it correctly. You also have to take into consideration the definition of target group, market analysis, media-mix etc., as condition of proper encoding/decoding, minimizing external interferences, therefore maximize effectiveness of message transferring – achieve preferable reading. Practical part of thesis is focused on real communication campaign of Parfums.cz – online shop with perfumes – in 2014. It places the emphasis on authentic process of answering three fundamental questions of marketing – WHO (customer), WHAT (message we want to tell) and HOW (how to do it). The process goes from the very beginning (client's brief) to the final evaluation of campaign. The question to be answered is whether the campaign had positive impact on customer's thoughts and acts, which means your coding was understandable and motivating.