

# **An Analysis of the Marketing Communications of a Czech Company Specializing in Regional Products**

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## **ABSTRAKT**

Marketingová komunikace je součástí každé firmy. Je v zájmu každé firmy, jaké nástroje marketingové komunikace se rozhodne využívat. Pomocí marketingové komunikace získává firma nové spotřebitele a reprezentuje se na trhu.

Bakalářská práce je složena z teoretické a praktické části. Teoretická část obsahuje stručný popis marketingu, funkce marketingu v malých a středních firmám, rozdělení marketingové komunikace, marketingová komunikace vhodná pro regionální trh a nové trendy marketingové komunikace. Praktická část se zabývá možnostmi umístění reklamy pro vybranou firmu ve Zlíně. Je zde zmíněno pět návrhů, kde vybraná firma může svou reklamu umístit (seznam návrhů je založen na konzultaci s vybranou firmou). Výsledkem praktické části je doporučení pro vybranou firmu. Doporučení je založené na tom, aby vybraný typ umístění reklamy byl co nejefektivnější a cenově přístupný.

Klíčová slova: Marketing, marketingová komunikace, reklama, malá a střední firma, komunikační mix

## **ABSTRACT**

Marketing communication is a part of every enterprise. It is in the interest of every enterprise which tools of marketing communications will be using. Through marketing communications enterprise is gaining new customers and creating reputation on the market.

Bachelor's thesis is consists of theoretical and practical part. Content of the theoretical part contains brief description of marketing, functions of marketing in SMEs, division of marketing communications, marketing communications appropriate for regional market and new trends in marketing communications. Practical part deals with options where advertisement, for selected enterprise, can be placed in Zlín. There are mentioned five ideas where selected enterprise can locate their advertisement (list of ideas is based on the consultation with selected enterprise). The result of practical part is a recommendation for selected enterprise. Recommendation is based on efficiency and on the price of specific advertising type.

Keywords: Marketing, marketing communications, advertisement, SME, communication mix

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# CONTENTS

<b>INTRODUCTION .....</b>	<b>10</b>
<b>I THEORY .....</b>	<b>11</b>
<b>1 MARKETING .....</b>	<b>12</b>
1.1 SMEs .....	12
1.2 Role of Marketing in SMEs .....	13
1.3 SMEs Orientation toward the Marketplace .....	13
1.3.1 The Market and Customers.....	14
1.4 Satisfaction of Consumer's Needs and Wants.....	14
<b>2 MARKETING COMMUNICATIONS.....</b>	<b>16</b>
2.1 The New Marketing Communications Concept .....	16
2.2 Information and Communication Technology (ICT) in Marketing of SMEs .....	17
2.3 The Concept of Marketing Communications .....	18
2.4 Communication Mix for SMEs .....	18
2.4.1 Traditional Media .....	19
2.4.2 Social Media .....	23
2.5 Communication Mix Appropriate for a Regional Market .....	24
2.6 Outdoor Advertising .....	26
<b>3 TRENDS IN MARKETING COMMUNICATIONS .....</b>	<b>27</b>
3.1 Product Placement (PP) .....	27
3.2 Guerilla Communication (GC) .....	28
3.3 Mobile Marketing .....	28
3.4 Viral Marketing .....	29
3.5 Event Marketing (experience Marketing).....	29
3.6 On-line Communications.....	30
<b>II ANALYSIS .....</b>	<b>31</b>
<b>4 INTRODUCTION OF SELECTED ENTERPRISE .....</b>	<b>32</b>
4.1 Target Customers.....	32
4.2 Current Communication Channels .....	32
4.3 Previous Advertising .....	33
<b>5 ADVERTISEMENT IN LOCAL MAGAZINES.....</b>	<b>34</b>
5.1 Okno do kraje .....	34
5.2 Magazín Zlín.....	35
<b>6 OUTDOOR ADVERTISEMENT .....</b>	<b>37</b>



6.1	Advertisement in Trolleybuses in Zlín and Otrokovice.....	37
6.1.1	AIPT – Advertising in Public Transport.....	37
6.1.2	DSZO.....	38
6.1.3	Mobilboard .....	40
6.2	CityLight.....	42
6.2.1	DSZO – Agentura Zlín .....	42
6.2.2	LOXIA.....	43
6.2.3	Euromedia.....	43
<b>7</b>	<b>LOCAL EVENTS .....</b>	<b>44</b>
7.1	Local Events in Zlín.....	44
7.2	Local Event in Hostětín .....	44
<b>8</b>	<b>PROMOTIONAL MATERIAL .....</b>	<b>46</b>
8.1	Print of Promotional Material.....	46
8.1.1	Chciletaky.cz .....	46
8.1.2	Reklama Zlín .....	46
8.1.3	TIGRIS .....	47
8.2	Distribution of Promotional Material by Česká pošta .....	47
<b>9</b>	<b>SUMMARY OF ANALYTIC PART AND RECOMMENDATION FOR SELECTED ENTERPRISE .....</b>	<b>48</b>
	<b>CONCLUSION .....</b>	<b>50</b>
	<b>BIBLIOGRAPHY .....</b>	<b>51</b>
	<b>LIST OF ABBREVIATIONS .....</b>	<b>53</b>

## INTRODUCTION

Having a great successful marketing communications is a key to success for every enterprise. In these days many enterprises already know it and try to work on communication with customers from early beginning. I chose this topic of my bachelor's thesis because it is interesting for me and I think that it is useful to know this precious information about marketing communication and I will definitely use it in my upcoming career. For my analysis I chose enterprise which is providing local products from Zlín and near surrounding. I chose this enterprise because I think that it is important to support local production.

My bachelor's thesis is divided into theoretical and practical part. Theoretical part consists of three topics. The first topic deals with the topic of marketing in SMEs. Firstly, there is a brief description what marketing is and how marketing works in SMEs. Second topic focuses on marketing communications. This is the main topic of my bachelor's thesis. This part contains division of marketing communications and which types of marketing communications are appropriate for regional enterprises. Last topic of theoretical part focuses on new trends of marketing communications. It is important to know how marketing communication is developing.

The aim of practical part is to find new ways how selected enterprise can be advertised in Zlín. Current situation of enterprise does not need advertising campaign but it could be used later when situation will be more favourable. After consultation with selected enterprise I chose five ways how the enterprise could be advertised. In every way, two or three companies are suggested which are providing service which is wanted (distribution of promotional material is an exception because there is only one suitable company). First way, is an option of putting advertisement into local newspaper. Another ways are outdoor advertisement, which contain advertisement in trolleybuses in Zlín, and advertisement in the form of CityLights, local events and the last one is distribution of promotional material into letterboxes of people living in Zlín.

After gathering all the information and prices of advertising in specific field I was able to suggest the best way how selected enterprise can be advertised in Zlín and attract attention of more people.

## **I. THEORY**

## 1 MARKETING

It is hard to find a clear definition what marketing is. “It would probably be easier to specify what marketing is not, defining what concepts do not relate to the meaning of marketing” (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 5). From the point view of most people, marketing is only advertising and selling, but these two things are only part of the whole marketing. Today is also important to pay an extra attention to satisfaction of customers’ needs and wants. If marketer managed to create a product which will satisfy needs and wants of customers, price will be accessible and promotion will be done well, this product has presumption to sell well and easily (Armstrong and Kotler 2015, 33).

“Broadly defines, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrowed business context, marketing involves building profitable, value-laden exchange relationships with customers. Hence, we define marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return” (Armstrong, Kotler 2014, 33).

From the point of view of small-sized and medium-sized enterprises (SMEs), marketing is important for satisfaction of customers’ needs and wants. Enterprise need to have all marketing mix in balance and also knowledge about market environment is needed (because of competition and fast changing market environment) (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich 2013, 4–5).

To sum up what marketing is. According to Armstrong and Kotler (2015, 57), marketing is a way of creating relationships with customers (this relationship is created by what the enterprise is offering). It is important to do marketing in companies well because it is also part of financial success (marketing supports demand after what some enterprise is offering) (Kotler and Keller 2013, 33–34).

### 1.1 SMEs

Enterprise is a subject where inputs are changing into outputs. It is a single unit and the main goal is to do a business. The owner is responsible for all results which are done by doing a business. Enterprise, as a legal entity, can enter into the legal relationship with another enterprise (Srpková, Řehoř et al. 2010, 35).

Division of enterprises according to recommendations from European Commission (2003):

- Small-sized enterprises – by 50 employees, annual turnover by 10 million of Euro, assets by 10 million of Euro
- Medium-sized enterprises – by 250 employees, annual turnover by 50 million of Euro, assets by 43 million of Euro (Srbová, Řehoř et al. 2010, 36)

Characteristic of SMEs: size, organization structure (the most common is flat structure and with this structure is easier to reach goals), sources of finance and so on (Konečník Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 6).

## 1.2 Role of Marketing in SMEs

The main role of marketing in SMEs is to make a voluntary exchange of product, which satisfy customer's side and side of enterprise too. SMEs have to provide a product which contains requirements from customers (what they need and want). With this fact, enterprises must do a research of a certain market and create appropriate communication mix.

For having an impact in the enterprise is crucial to be a good marketer – every employer of enterprise should be a marketer. Functions – such as finance, marketing or management - in enterprises are interconnected. To reach a success, is important to know that between these functions are relationships and marketers should be able to understand them well.

In the 21<sup>st</sup> century the business environment is very competitive. Entrepreneurs have to innovate their products often, because consumers' needs and wants are constantly changing. With innovations they fight for their position in the target market. Although, many SMEs have limited sources so marketers, who are creating innovations, have to think about the price (if the price is not too high that could ruined an enterprise) (Konečník Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 4–6, 12).

## 1.3 SMEs Orientation toward the Marketplace

Each SME is based on three basic concepts – production, product and selling. They used to do a successful business, but in these days, they can work together only under specific conditions. Since the enterprise start to focus on needs and wants of customers it is called as marketing concept.

The production concept belongs between the oldest and basic concepts of enterprises. This concept is focussing on the consumers' preferences and if the product which is wanted by consumers is available for them. From the point of view of entrepreneurs, consumers are mostly interested if the product is affordable for them. This type of concept can be used when demand exceeds supply or if enterprise wants to broaden target market.

Innovation of product belongs to the product concept. It means, that entrepreneur have to know which changes consumers require, to make a right choice of innovation. It is often happens, that entrepreneurs chose a wrong innovation and it can make damage on the whole enterprise.

The selling concept means, to advert products which consumers do not need but the enterprise wants to get rid of these. These types of adverts are usually very aggressive. It could be risky because what enterprise advert is not wanted on the target market. Result of this action can be that consumers' satisfaction start to decline (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 8).

### **1.3.1 The Market and Customers**

From the point of view of economists, market is a place where outputs from enterprises are exchanging with consumers. From the perspective of marketers, market is a place where are customers, who have money to satisfy their needs and wants, and enterprises which are offering products or services to those customers.

On the market are two types of consumers:

- Final consumer – marketing strategies of SMEs are focus only on the final consumer
- Intermediaries – SMEs offer products to other enterprises which sell these products later to final consumers (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 12–13)

## **1.4 Satisfaction of Consumer's Needs and Wants**

As it was mentioned before, one part of marketing is satisfaction of consumers' needs and wants. These needs and wants are satisfied by products or services which are offered by enterprises. Although, enterprises do not offer only products or services to consumers to satisfy their needs and wants but they offer other entities too, such as:

**Experiences**

Start to offering experiences instead of products can develop and distinguish common SME from the others. Enterprise has to offer something which is not already on the market, something unique. For example offer trips in Europe especially for young people.

### **Events**

To be able to organize a successful event, SME has to “a leading role in marketing” (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 14), because successful events require perfect leading team, marketing and planning. These events can be local, regional or even international.

### **Organizations**

If consumers are pleased with services of some enterprise they create positive attitude to the enterprise and spread it between another potential consumers. Such successful enterprise can be developed as international one and enlarge the supply of goods after that. (such type of enterprise will probably have more segments of target consumers).

### **Destinations**

There are still destinations which are not well known and SMEs can take advantage of it. First, SME has to do a research about city or region which is not famous and find something which will be a key to attract attention of people (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 14).

## 2 **MARKETING COMMUNICATIONS**

Every enterprise has some goal and to get this goal is important to set up right marketing communications. Chosen marketing communications is supposed to engage certain target audience. Part of this audience are not only buyers but there are included also people who push buyers to make a purchase or people who provide money to them or give them reason to make a purchase of certain product or service (Fill 2013, 7).

The main goal of using marketing communications is to make good impression and evoke some reaction to customers. This reaction may represent thoughts of individual customer about a certain product. It means what customers think and feel about what company is offering to them and through this reaction company can make customer to act in some specific way (how the company wants) (Fill 2013, 12).

In these days, enterprises have many options how to combine tools of communication (ICT bring great raise of marketing communications). They can choose from traditional or modern ones. Chosen combination depends on factors, which are important for certain enterprise (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 236–237).

For the successful run of the company, all parts of the marketing mix must be coordinated. Including communication mix, because through this company communicate with customers (Armstrong and Kotler 2015, 397).

### 2.1 **The New Marketing Communications Concept**

Due to the fact, that Internet has a lot of power today, marketing communications is changing too. With this change is connected change of consumers (how they communicate with company). Through the Internet they can make purchase and companies can put advertisement there. Thanks to the Internet companies have easier way to communicate with consumers.

Another big change is in marketing strategy. In the past, most of enterprises focused on mass markets but not in today's marketing. In these days enterprises try to focus more at smaller amount of target consumers and build closer relationship with them.

As it was mentioned before, Internet rules the word today and with this fact, marketing technologies are changing too. With the raise of digital age there appear new tools of communication such as smartphones, satellite and many options on the Internet (social websites, e-mails, blogs). As new media of mass communication rose thanks to big



influence of mass communication, new marketing communication concept also rose thanks to digital media.

Nevertheless, marketers should not forget about traditional media such as newspapers or television. They still have a big influence on consumers. Marketers should use both of them, such as traditional media and also the new ones, but they need to change the target audience. Not to do a mass marketing like before, but focus more on the smaller segment of consumers (Kotler and Armstrong 2014, 429–430).

## **2.2 Information and Communication Technology (ICT) in Marketing of SMEs**

Today ICT has big impact on all enterprises. With efficient use of these new technologies, every small-sized enterprise has chance to become big, well-known one. Nevertheless, enterprises have to be careful and need to be prepared accept new opportunities. Main advantage of developing ICT for SMEs is, they can offer products all over the world. There appears a chance to compete with new competitors on new markets. It would not be possible without these technologies.

ICT is not only the Internet. Information can be provided through telecommunications, usage of wireless networks and other mediums of communication. New possibilities of communication are low-cost and more accessible to target consumers. Social media belongs there too. More than 1 billion people is using Facebook, others are using for example Twitter. Put advertisement on social media is cheap way of communication and SMEs can be sure that lot of people (target consumers or potential consumers) will notice it there and will react to it.

ICT can be used by SMEs to specify or create target segment of consumers. Consumers can express their opinions about products on the internet (mostly at social websites). For SMEs it is a cheap and fast way of getting this crucial information.

In the world, where ICT is developed enough, is important for SMEs to have good websites. Make purchase or reservation online is common in these days but SMEs needed to bring something else to their websites, for example add place, where consumers can communicate between them. From this communication, marketers can take information if consumers are satisfied or if any product needs an innovation (Konečník Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich 2013, 47-51).

### 2.3 The Concept of Marketing Communications

To have successful marketing communication is important to respect some important principles. Marketing communication which is used in marketing campaign has to be interesting for consumers, not for marketers.

Model has three parts. All parts are interconnected. First part is marketing announcement – announcement itself, medium and context. All three parts have to be connected together.

Second part focuses on target segment of consumers. At the best, consumers should be interested in marketing announcement and be persuaded by it. According to communication goals, if consumers are persuade by marketing announcement, their attitude and behaviour will changed too.

Third part of the model is form of spreading an announcement. It is word-of-mouth (WOM). WOM is interpersonal communication when people are sharing their experiences and thoughts about products or services with other people (Karlíček and Král 2011, 23–24).

### 2.4 Communication Mix for SMEs

Term promotion is often takes as an advertisement. But it is not true because advertisement is only one part of promotion. Purpose of promotion (by another name communication mix) is to informs consumers and persuade them to do a purchase. This is some of the basic means of communication between company and consumers (Kincl 2004, 71-72).

Basic means of communication mix:

Traditional tools:

1. Advertisement
2. Sales Promotion
3. Personal Selling
4. Public Relations
5. Direct Marketing

Social Media:

6. Word of Mouth Marketing
7. Interactive Marketing

Promotion can be also divided in terms of time into two categories:

1. Immediate Rewards
2. Delayed Rewards

Promotion with immediate rewards means that company offers to customers something immediately (e. g. free gift, bonus pack). Delayed rewards are given to customers after they do something which is essential for getting some benefit (Percy 2014, 104).

## **2.4.1 Traditional Media**

### ***2.4.1.1 Advertisement***

There are lot of forms of advertisements and there is any definition which would subsume all of them. Generally, advertisement is a paid, non-personal support of some thoughts which provide goods or services. Advantage of advertisement for seller is opportunity to repeat it in various types of media. Buyers have an opportunity to compare advertisement of some product with a competition. On the other hand the disadvantage is impersonal character of promotion (some recipient can accept certain advertisement only as a monologue). Through an advertisement there is an option to highlight company and their products by font, sound or colours. Advertisement which is uses in long time serves for a building an image of some product in the long run. However, it can be used for creating an impulse for a quick sale. Price of an advertisement depends on the form of promoting – advertisement in television is generally more expensive than printed one. For local SMEs is better, to put an advertisement to local newspapers, TV or radio or they can use outdoor advertisements. These types of advertisements are useful for local SME because they do not want a broader focus. Message which is in the advertisement should be realistic. Consumers expect that they will receive what is in the advertisement. If the message would be based on what consumers want, and not what is real, it may hurt to enterprise (Kincl 2004, 72; Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich 2013, 222-223).

### ***2.4.1.2 Sales Promotion***

According to Armstrong and Kotler (2015, 396), sales promotion supports the customers' decision of making a purchase. Means of sales promotion have many different forms but all of them have three important features. They are:

1. Catch attention and provide information about certain product

2. Include some form of concessions or benefits which have value for a consumer
3. Invitation for buyers to do their exchange right now

Sales promotion can be used for a highlighting an offer or to support decreasing sale. Effects which are created by sales promotion are only short-term. Difference between advertisement and sales promotion is in the effect on customer. Advertisement gives customer argument why to buy a certain product but sales promotion enables to customer to buy a product right now. Sales promotion helps to make sales quicker (Kotler and Armstrong 2014, 501).

Negative effects of sales promotion appear if means are used too often. These effects may harm to image of a certain enterprise, consumers will buy products only in sale or they may have a feeling that they are buying a certain product only because it is in sale (Kincl 2004, 73-73).

Reason for using sales promotion:

- React to competition
- Inactiveness
- Meet of short- and long-term sales objective

Sales promotion is often use by enterprises when they feel that competitors can take over their customers. In this case, short-term sale objective is cutting the price but the long-term involved changing the whole marketing strategy (Fill 2013, 539).

#### **2.4.1.3 Personal Selling (PS)**

“Personal customer interactions by the firm’s sales force for the purpose of making sales and building customer relationships” (Armstrong and Kotler 2015, 397). Only this form of promotion uses a direct communication and creates a business relationship with a product or service.

PS is the most efficient especially in creating preferences and persuasions for consumers. It is because personal sale means active, direct and reciprocal relationship between salesman and customer (Kincl 2004, 73).

The main reason is not to persuade customers to do purchase but create long-term relationship. Enterprises can strengthen relationships with current customers or create the new ones for the whole life of enterprise (Clow and Baack 2012, 318).

In comparison with other tools of marketing communication, PS uses different variations of communication between the salesman and customer. Therefore there is a

bigger chance that customer gets the right message from salesman and this message would be understandable for customer. Customers appreciate if the salesman represents a product or service which customer needs or wants.

Advantages of PS:

- Message from salesman is adapted to needs and wants of customers
- Direct demonstration of the product
- Between communication with customers there is less distraction than in other forms of marketing communication – salesman has full attention from customer
- Salesman has direct feedback from customer – communication can be adapted based on the feedback

Disadvantage of PS:

- Limited number of people during communication

Hiring experts on selling makes personal selling more expensive than other media of communication. In this case it does not mean that more expensive type of advertisement is not good. After some expensive thing is sold, the cost of communication is give back. During making personal selling is good to mix it with other tools of communication. Other media create more opportunities, personal selling creates recommendations or other offerings.

Combinations of PS with other types of advertising:

- PS + Advertisement – used in the case when PS need advertisement as a passport (and vice versa)
- PS + PR – salesman is often performing in public
- PS + Direct Marketing – by supporting direct marketing, cost of personal selling is falling down
- PS + Sales Promotion – Sales promotion focus on salesmen

(Cant and Heerden 2004, 4-5, 24-26)

#### **2.4.1.4 Public Relations**

Main tasks of public relation are build relationships with consumers, create good image of enterprise and be able to cope with rumours which are not true or may hurt to reputation of enterprise (Armstrong and Kotler 2015, 397).

Public relations (PR) are very interesting thanks to three features:

1. Printed articles are more authentic and trust worthy for readers than an advertisement
2. Message is sent as a simple information (it is better for buyers than communication which is focussed on sale)
3. Emphasizing of a certain company or product

Main difference between PR and advertisement is that PR promotes certain company or organization while advertisement promotes only a product or service which certain enterprise offers to their consumers. Goal of PR is to create positive vision about enterprise and also create conditions for realization enterprise's goals.

Advertisement and PR use lots of same media. They require systematic and methodical methods, working with target groups and create an image of a company. Difference is that PR is focussing on mental sphere, catch attention on the whole enterprise and the effect appears in the long run. Most enterprises do not use PR properly. However, if the enterprise knows how to use it, it could have great effect, especially in the mix with the others means of communications (Kincl 2004, 73-74).

#### **2.4.1.5 Direct Marketing**

Companies are using direct marketing to get to know what their customers want. Consequently, they try to create a product which would have appropriate characteristic which is wanted by a certain segment of target customers. Simply, enterprises try to create a long-term relationship with their customers. For direct marketing enterprises use a database with contacts to their customers (database usually include e-mail addresses and telephone numbers). It is recommended not to use these contacts as the main communication tool with customers but it should be included in the whole run of the company. With right using of direct marketing a local company can easily become a part of global market. Direct marketing brings advantages to customers and even to enterprises. For customers, is easier to buy a product from their homes whenever they want to and for enterprises the main advantage is creating closer relationships with customers. Direct marketing provides to enterprises low-cost and effective communication with customers. Too much using of direct marketing can cause damages to enterprise (customers can be annoyed by too much effort trying to create a relationship with them) (Armstrong and

Kotler 2015, 464; Konečník Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich 2013, 228-229).

#### **2.4.1.6 Practical Examples of Communication Mix**

Each part of the communication mix uses own promotional tools. For example:

Advertising – advertisement in magazines, billboards, internet

Sales promotion – samples, expo, competitions

Personal selling- telemarketing, presentation during selling

Public relations – articles in magazines, sponsoring, annual reports

Direct – social media, mobile marketing, direct mail (Armstrong and Kotler 2015, 397; Kincl 2004, 74)

### **2.4.2 Social Media**

#### **2.4.2.1 Word of Mouth Marketing (WOMM)**

WOMM has three forms – oral, written and electronic. This type of communication is connected with the experiences (with product or service), which customers have from past. Simply said, recommendation of some product is spread mostly from friend to friend. Recommendation can spread even by someone, who do not have own experience with product but only read or heard positive or negative reputation about product and spread it further.

In conjunction with ICT, the WOMM has even bigger impact on creating relationships with consumers. Recommendations and opinions about offers from SMEs are spreading faster and enterprises have easier access to this important information (if consumers are satisfied). Thoughts from consumers are spread on social websites, blogs or thanks to the internet friends can change opinions between them without personal contact.

Forms of expressing WOMM:

#### **Viral Marketing**

The purpose of viral marketing is to spread information between consumers. The message about product or service is broadcasted by the enterprise. To have successful viral marketing, the message has to be interesting, have to catch attention of target segment of consumers. To achieve success, enterprises need to have high number of visitors of their websites.

More information is provided below (in the chapter Trends in Marketing Communications).

### **Buzz Marketing**

For doing a buzz marketing SME needs to be a part of some event where the message will be spread among people. The message is spread through “buzz agents” – they can be paid or be volunteers. Buzz agents are told what they have to say to people about a product or service. Message is given in dialog between buzz agent and customer (or potential customer). Buzz marketing is more effective than spreading the message only through SME.

### **Guerilla Marketing**

Aim of the guerrilla marketing is to achieve a goal with minimum financial sources. It is used by SMEs which have limited financial sources but want to impress on target segment of consumers.

More information is provided below (in the chapter Trends in Marketing Communications).

### **Interactive Marketing**

“Interactive marketing is the interactivity between SMEs and consumers” (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich, 2013, 234). To have a functional interactive marketing is important to use ICT. SMEs have to realize that not all digital media use interactivity and that some interactive media are not digital.

Forms of interactive marketing:

- Online Advertising
- E-mail
- Mobile Marketing
- Forms of WOMM

SMEs need to be actively involved in creating relationships with consumers. Be part of online communities and pay attention to mobile marketing is a great help in creating relationships with consumers (Konečnik Ruzzier, Maja, Mitja Ruzzier and Robert D. Hisrich 2013, 229–231, 234-235).

## **2.5 Communication Mix Appropriate for a Regional Market**

First thing which should SMEs do is to make clear which reaction want to evoke in target customers. Entrepreneur should know into which market enterprise belong and



characters of this specific market - type of customers, competitors and customs which are used in promotion in specific sector. Financial sources in SMEs are limited so the entrepreneurs should use them in the best way.

Forms of communication for SMEs with limited financial sources:

### **Advertisement**

Generally, purpose of an advertisement is informing about a company, their products and their features and catch attention of customers. For SMEs is recommended to advert themselves in local newspapers or local media, such as radio or television. All of these advertisements are not high-cost.

### **The Internet**

In these days most of people have access to the Internet so for SMEs this is the best way how to inform potential consumers. Advertisement on the Internet is cheap in comparison with other ways of marketing communications. Advantage of advertisement on the Internet is that enterprises can use interactive way of communication and sale.

### **Promotional Material**

Promotional material should be a first communication tool of SMEs which are new and people do not have consciousness about them. Promotional material should include at least, basic information - such as introduction and history about company, type of business, logo, catchword, contacts, list of products, etc.

### **Public Relations**

This is an interesting way of communication between company and customers and especially SMEs should pay attention to it. Cultural events or regional markets help to create awareness about company between people. Important part is to create corporate identity.

Important thing for SMEs is to pay attention on the quality of their products (they should not promise to customers something which is impossible for them to do). This is a presumption to have effective marketing communications. SMEs also need to have promotion and distribution in balance. If not, they put trust of customer in risk and they are also creating negative image which could ruined an enterprise (Srpová et al. 2010, 236–237).

## 2.6 Outdoor Advertising

Scale of outdoor advertisement is large. Into this group belong billboards, CityLights advertisement which is located at a building, where the enterprise does business or advertisement inside public transport. Promote enterprise by outdoor advertisement is good for a local enterprises which want to catch attention only by local people. These enterprises do not have broader intention.

Firstly, every entrepreneur has to think about which type of advertisement is the right one. Generally, billboards, CityLights or advertisements in public transport are sufficient for SMEs. More or less, every successful advertising campaign started at the local base. For people, who do not have any idea, that some enterprise exist, outdoor advertisement is the first thing which potential customers see. This type of advertisement should contain basic information about enterprise. For example, products or services, which are offered or telephone number. Every entrepreneur should remember that process of making impression do not get second chance. It has to be perfect at first attempt (Entrepreneur 2016).

Why enterprises should have outdoor advertisement:

- It is visible for new customers
- Advertisement must be well-located (where is lot of people)
- People are talking about what they see outside
- Longer life of advertisement campaign (JCDecaux 2016)

### 3 TRENDS IN MARKETING COMMUNICATIONS

New ICT creates a new position of consumer in decision making progress. Only consumers decide which type of marketing communication is the best for them. Consumers are now subjects of marketing communications. They are involved in the process of communication and they expect that products or services will be adapted to their needs and wants. New marketing communications help to create smaller target segments of consumers. It is easier to get know preferences of smaller amount of people.

Marketing communications is using experiences of consumers. This is called experiential marketing. Experiential marketing is part of marketing communications and moves common marketing to the new dimension – activities of enterprises need to be involved in communication. Experiences, which are broadcasted between consumers, are different. It is based on type of product. For example experiences from consumer goods are samples or customers can try certain product (car). Experiences can be also shared on the internet or customers can test products which are in the development. Entrepreneurs and marketers have to realize that only reputation sells (not advertisement) (Přikrylová and Jahodová 2010, 254–255).

In 21<sup>st</sup> century enterprises still looking for new communications tools and they are finding a new way how to communicate with consumers. They take advantage of things, which are using by the majority of people – for example mobile phones, social media, webpages or QR codes (Juříková 2014, 27-29).

#### 3.1 Product Placement (PP)

PP means that advertisement is putted into films, books or shows which do not have character of advertisement. Viewers do not consider this type of advertisement as normal advertisement. They concentrate more on the story than on the advertisement. In the best way, viewers will want to own advertised product. Efficient PP put advertised product in positive situation in story.

Computer games are good place where PP is reaching good effect. To put real products in virtual life make the scene more believable and realistic. From the global view, supply of advertised product grows the quickest in computer games (in comparison with television and films).

Three ways, how the product is pictured in audiovisual works:

- Directly talking about the product

- Product is used by someone
- Product is only placed somewhere in the background

Reverse product placement means that in an audiovisual work is placed fictional product. Consequently, this fictional product is brings to the real world.

Problem of PP is to get know what kind of result it brings. It can be measured by the growth of sells or, more common way is, how many people know about advertised product. Another problem which is connected with PP is to recognize what is PP and what is hidden advertisement. It is amended by law (different country, different law) (Přikrylová and Jahodová 2010, 255–258).

### **3.2 Guerilla Communication (GC)**

Main goal of GC is to attract attention of consumers without realising, that it is an advertisement. It is used by SMEs which do not have enough financial sources and want to maximize their profits and they also want to beat their competitors. GC is a part of Guirella marketing. Guirella marketing is more frequent term but communication is a bigger part of it.

GCs use more untraditional media because the purpose is to shock people in different and unique way. For example put advertisement into buses, or at rubbish bins. Guirella marketing is supposed to be original, fast and effective.

Strategy of GC has 3 steps. First step is to choose right, unexpected place where target segment of consumers will notice it. Immediately do fast and shocking action. After the action enterprise immediately goes off and then marketers measured the result (Přikrylová and Jahodová 2010, 258–260).

### **3.3 Mobile Marketing**

Mobile marketing is the quickest developing type of communication. It is a form of marketing which use mobile phones of consumers to send them advertisements and inform them about events. Advertisements are not sent only in form of SMS but it could be MMS, logos or ringtones.

Through mobile marketing, marketers can send advertisement to target segment of consumers (marketers know preferences and other information about target consumers from database). Promotion of product by mobile marketing is cost-effective, fast and easy to measure.

Some tools of mobile marketing:

- SMS or MMS with advertisement
- SMS with competition – receiver of SMS has to send back the answer and receiver's number is saved in a database
- Advergaming – games in which is advertisement
- Location – based Marketing – advertisement is sent to people who are in certain location (Přikrylová and Jahodová 2010, 260–262)

### **3.4 Viral Marketing**

As it was mentioned before, message which is broadcasted has to be interesting and consumers are forwarding it further. It is like a virus. The most used media are emails and websites of enterprises. Message can be in form of normal email (text), video or picture. The form of message is based on the target segment of consumers. Through viral marketing enterprise can reach spreading message between target consumers without bog effort.

Two forms of viral marketing:

- Passive – people are talking about product without intervening of marketers. Enterprise just tries to evoke positive attitude to consumers. There is no pressure on customers.
- Active – marketers influence customers and change their behaviour. The goal is to make them to buy a product (Frey 2005, 39)

Advantages of viral marketing are, it is low-cost, fast spreading and there is some percentage of certainty that lot of target consumers notice it and spread it further. On the other hand, marketers cannot control the process. Spreading depends on willingness of consumers.

Viral message often contain provocative and creative elements and marketers have to know which elements they can combine (it depends on the kind of enterprise) (Přikrylová and Jahodová 2010, 265-266).

### **3.5 Event Marketing (experience Marketing)**

This type of marketing creates events which are focussed on target consumers. Goals of these events are to create positive attitude to the brand and activities which make consumers think positive about product or whole enterprise.

Keystone of successful event is active participation of target segment of consumers. With active participation is connected emotive side of attitude. If consumers are happy, they will spread it further (the most used way of spreading is word of mouth) and more people will want to know more about certain brand or enterprise. Marketers need to know, which activities are favourite in target segment, especially leisure time activities. They need to be interesting and creative. Another two things, which are crucial for successful event, are positioning and message (marketing announcement).

Marketing events need good organization. Time and place have to be suitable for target consumers. If the event is in different environment than target segment is, marketers need to inform consumers about this event (where and when the venue is). Information about event can be provided as an advertisement, by direct mail etc.

Feature of event marketing is to raise awareness about brand, create stronger attitude of consumers and raise loyalist of consumers. Events can also intensify associations which are connected with certain product or enterprise as a whole. Feedback from consumers is important for marketers, because through that they know the result of the action (Karlíček and Král 2011, 137–142).

### **3.6 On-line Communications**

Communication mix utilized raise of the Internet (except of Personal Selling) – online advertisement, e-mails, Sales Promotion use Internet for marketing competitions or sales, on-line service in PR or events have own web pages.

Internet enables to enterprises easier communication with customers, create new categories of goods or raise awareness among new potential customers. Big advantage of Internet is that customers can do direct purchase there.

Features of on-line communications:

- Direct targeting
- Personalization
- Interactivity
- Multimedia tools
- Low-cost

Access to the Internet is not only via computers but also via mobile phones. Marketers need to accommodate content of website to mobile devices. The most common tools of on-line communications are websites and social sites (Karlíček and Král 2011, 171–172).

## **II. ANALYSIS**

## **4 INTRODUCTION OF SELECTED ENTERPRISE**

Enterprise, which I chose for analysis is a supplier of local products. Range of products, which is offered to customers, is very large (from vegetable, fruit to breads, meat or smoked meats). Products are mainly from the region of Zlín and some products are made by the company by their own. Products have regional or BIO quality which is guarantee of good quality.

### **4.1 Target Customers**

As it was mentioned before, selected enterprise is interested in local products. This is same with target customers – enterprise is focussing on local people in Zlín and near surrounding. Products are for people who give precedence over products from supermarkets. In this shop customers know what they are buying.

Target audience are mainly adult people, who are buying products for their families or anyone who is interested in healthy food. Nevertheless, even common human being who visit this shop, and is not much interested in healthy or regional products, will not have any problem to pick there something.

### **4.2 Current Communication Channels**

In these times, selected enterprise uses just few communication channels. It is because they want to focus more only on the business. As far as the business will be good enough, enterprise will go back to advertise themselves in different media and communication channels will be broaden.

The most used communication channels now are direct communication with customers and communication via Facebook. Customers can see there what types of product are just delivered to the shop or which ones are new. People find on the Facebook basic information about enterprise too (such as opening hours or telephone number). If any customer wants to ask something, the question can be send through Facebook and somebody from the shop answer it as soon as possible. Enterprise does have own websites but they are still in the process of making. On the website customers will find what enterprise is offering and also schedule of delivering specific products. Customers can make order of specific product, but it has to be done in advanced.



Selected enterprise has some prepared leaflets but they are not distributed between people. Customers can get business card in the shop. There are basic information about the shop, such as address, opening hours and contacts.

### **4.3 Previous Advertising**

Enterprise already has some experience with advertising. But as it was mentioned before, in this current situation, the most important thing for enterprise is to focus on business and not on advertising. All types of advertising are now limited.

Advertising campaigns were done in the radio, local magazines and in local events. Advertising in radio was done in Rádio Čas and this campaign lasted by one month. Advertisement which was placed in local magazines was putted in Náš Zlín and inZlin. Both of them are distributed once per month. Another type of magazine, where selected enterprise was advertised was 5plus2 for region of Zlín. This magazine is distributed once per week. Regarding to local events, this year selected enterprise was not participate at any local event. It is because it is not efficient for them. For this year, there was an option that selected enterprise can provide catering at the Film Festival in Zlín. Unfortunately it was not agreed.

## 5 ADVERTISEMENT IN LOCAL MAGAZINES

As it was said in theoretical part, advertisement in newspapers belongs between traditional media of marketing communication. It is one of the best ways, how SME can be represented in region. I chose two local magazines in Zlín where my selected enterprise can put their advertisement.

### 5.1 Okno do kraje

Okno do kraje is published every month and gives new information to inhabitants in region of Zlín. Is it distributed every last week of month into letterboxes for free. Magazine is published by company HEXXA.CZ. Okno do kraje also includes some tips for trips and informs about events which will be in region of Zlín.

Every month is printed 250 000 pieces of magazine. It is distributed in Zlín and near surrounding and the whole magazine is full-colour. Deadline of picking advertisements for next month is tenth day of current month.

In magazine Okno do kraje I decided that advertisement of selected enterprise will be located at third or fourth site. Size of the advertisement will be 210 x 147,5 millimetres (width x height).

If enterprise does not have created advertisement yet, Okno do kraje offers graphic processing of advertisement. Price for this process is 5% from the price of advertising or price can be agreed differently. In the case, that enterprise wants to have in advertisement some specific text or image, these elements must to be in the specific format:

- Text needs to be in format of DOC or TXT
- Logo in vectors CDR or AI or PDF
- Resolution of images (300 dpi) (Okno do kraje 2016)

<b>Advertisement in Okno do kraje</b>	
<b>Positioning</b>	<b>Price - without VAT (value added tax)</b>
	<b>21%</b>
3. site (half of the site)	50 000,-Kč
4. site (half of the site)	55 000,-Kč

Table 1: Prices of advertising – Okno do kraje (own processing)

<b>Cancellation Policy</b>	
<b>Amount of days</b>	<b>Price - without VAT (value added tax)</b>

	<b>21% (x% from advertising)</b>
By 14 days before deadline	30%
By 10 days before deadline	50%
By 7 days before deadline	100%

Table 2: Cancellation Policy – Okno do kraje (own processing)

## 5.2 Magazín Zlín

As Okno do kraje, Magazín Zlín is also published every month, distributed to letterboxes to people for free, but only in Zlín. Magazine is distributed to people every last week of month.

Magazín Zlín is published by company HEXXA.CZ and by town-council of Zlín. It is printed in 34 300 pieces (also full-colour). Content of Magazín Zlín informs people about news and events which will be in Zlín.

If you want to put advertisement there you have to follow some directions and requirements. Deadline for sending advertisement for publishing in magazine is every fifteenth day of current month (advertisement will be published next month). If enterprise has already created advertisement, it has to follow some requirements:

- Format – CDR or EPS or AI
- Text has to be transferred into curves in format TIFF or PDF
- For advertisement in the format of spad there have to be at least 3 millimetres edges
- CMYK colourfulness

In the case that enterprise does not have advertisement, there is same option as in Okno do kraje, Magazín Zlín is offering to create one too. Price is 5% from advertising or it can be agreed differently. When enterprise wants to have some specific text or images in advertisement, they need to be sent (or bring on CD, DVD, flash disk or memory card) in specific format:

- Text in the form of DOC or TXT
- Logo in vector in format of CDR or AI or PDF
- Resolution of picture (300 dpi)

Advertisement of selected company will be located in Magazín Zlín in the same place as in Okno do kraje (at the bottom of A4 at third or fourth site). Size of advertisement is

little bit smaller than in magazine Okno do kraje, it is 190 x 136 millimetres (width x height) (Zlín 2016).

<b>Advertisement in Magazín Zlín</b>	
<b>Positioning</b>	<b>Price - without VAT (value added tax)</b>
	<b>21%</b>
3. site (bottom half of the site)	26 500,-Kč
4. site (bottom half of the site)	29 700,-Kč

Table 3: Prices of advertising – Magazín Zlín (own processing)

<b>Discount</b>	
<b>Type of discount</b>	<b>Discount</b>
Quantity discount (every third repetition)	10%

Table 4: Discount from advertising – Magazín Zlín (own processing)

## 6 OUTDOOR ADVERTISEMENT

Advertisement which is located outdoor – in this case inside public transport, in trolleybuses, and in the form of CityLights – creates first “non-violent” relationship with new potential customers. People notice it unintentional and it often stays in their mind for some time.

### 6.1 Advertisement in Trolleybuses in Zlín and Otrokovice

Put advertisement into public transport into trolleybuses is a good idea. Many people in Zlín and Otrokovice use it every day. With this fact is connected big opportunity to catch attention of them. As it was said in theoretical part, promotional material which is spread between people has to send them some message which is real and people will be interested in it.

Advertisement in trolleybuses can be located on many places. I chose three places (leaflets, advertisement on hand rails and advertisement in the form of stickers), which are the best ones how to advertise selected enterprise in trolleybuses. Transportation by trolleybuses from Zlín to Otrokovice is provided by DSZO (Transport Company of Zlín and Otrokovice).

#### 6.1.1 AIPT – Advertising in Public Transport

AIPT mentioned that every month is transported about 3 100 000 people in Zlín by public transport. This is a high number and big chance that a lot of people notice advertisement there. This company put advertisement into public transport based on the region in which certain enterprise does its business (advertisement which advertised something in region of Zlín is putted into trolleybuses in Zlín and Otrokovice).

If entrepreneur from Zlín chose to advertise own enterprise by leaflets in trolleybuses, at least 50 pieces of leaflets have to be delivered in advanced. After that, these leaflets are located in trolleybuses.

Entrepreneur cannot choose one certain number of line, where advertisement will be located, because all vehicles are changing their numbers of lines. Each advertising campaign started every Monday. It is essential to order an advertising campaign 14 days before starting it (AIPT 2016).

#### Leaflets

**(100 trolleybuses are available for advertising)**

Type	Duration	Price per piece - without VAT 21%
Leaflet A4 above window	2 weeks	28,-Kč
Leaflet A4 above window	1 month	46,-Kč

Table 5: Prices for leaflets in trolleybuses - AIPT (own processing)

Installation and removal	
Quantity	Price - without VAT 21%
1 piece	5,-Kč

Table 6: Price for installation and removal of leaflets from trolleybuses - AIPT (own processing)

Hand rails			
Size	Pieces	Duration	Price – without VAT 21%
12.6 x 7 cm	100	2 weeks	8 400,-Kč

Table 7: Price for advertisements on hand rails - AIPT (own processing)

Installation and removal	
Quantity	Price – without VAT 21%
100 pieces	500,-Kč

Table 8: Price for installation and removal of advertisement from hand rails – AIPT (own processing)

### 6.1.2 DSZO

DSZO, as it was mentioned earlier, is a company which provides public transport in Zlín and Otrokovice. It also offers to enterprises that they can place in vehicles of public transport their advertisements. Enterprises can put their advertisement above windows in the form of leaflets, spread advertisement along the whole vehicle in the form of stickers or put their advertisement on hand rails.

Leaflets are located in trolleybuses above windows in plastic boxes – they are in the same high as peoples' eyes. Each enterprise have to deliver own, already printed leaflets to DSZO. It is recommended that each leaflet should have two centimetres edges, expressive and big font and content of message should be brief but cogent.

Conditionals of installation:

- At least 100 pieces of leaflets for one advertising campaign
- Installation of leaflets is once a week
- Deadline of order is every Thursday by 14:30
- Payment only in cash
- Leaflets are not given back

<b>Leaflets (format of the paper – A4)</b>	
<b>Duration of using one vehicle</b>	<b>Price (for one piece)</b>
1 week	20,-Kč
2 weeks	28,-Kč
3 weeks	35,-Kč
4 weeks	46,-Kč

Table 9: Prices for leaflets in trolleybuses - DSZO (own processing)

<b>Installation and removal</b>	
<b>Quantity</b>	<b>Price - without VAT 21%</b>
1 piece	3,-Kč

Table 10: Price for installation and removal of leaflets from trolleybuses – DSZO  
(own processing)

In one vehicle are located six stickers. They are spread along the whole vehicle except of place above windows (there are leaflets in plastic boxes).

<b>Stickers inside of trolleybuses</b>	
<b>Duration of using one vehicle</b>	<b>Price - without VAT 21%</b>
1 month	550,-Kč
3 months	1 400,-Kč
6 months	2 300,-Kč
1 year	4 000,-Kč

Table 11: Prices for stickers inside trolleybuses - DSZO (own processing)

<b>Installation and removal</b>	
<b>Quantity</b>	<b>Price - without VAT 21%</b>
6 stickers / 1 vehicle	160,-Kč

Table 12: Price for installation and removal of stickers from trolleybuses - DSZO  
(own processing)

Advertisements on hand rails has great certainty, that people who are travelling by public transport register it and start to be curious what the advertisement is offering. For putting advertisement there, DSZO has some conditions for locating advertisements there:

- Duration is at least two weeks
- Only both sides of hand rail can be rented
- At least 100 pieces can be ordered
- Price is for one day for one side of hand rail

(DSZO 2016)

<b>Hand rails</b>	
<b>Rent of one side of hand rail</b>	<b>Price - without VAT 21%</b>
1 day	3,-Kč

Table 13: Price for renting a hand rail – DSZO (own processing)

<b>Installation and removal</b>	
<b>Quantity</b>	<b>Price - without VAT 21%</b>
1 piece	6,-Kč

Table 14: Price for installation of removal of advertisement from hand rail –  
DSZO (own processing)

### 6.1.3 Mobilboard

Mobilboard is a company which is specializing in located advertisements into public transport in Czech Republic. Prices depend on the region or city where you want to put your advertisement. From the offer, which is available for Zlín, I chose two types of advertising in trolleybuses - in the form of leaflets and stickers.

Minimum amount of leaflets, which one enterprise can order is 100 pieces. This is not enough for successful advertising campaign so Mobilboard recommends order at least 250 pieces of leaflets which will be located in trolleybuses for one month. In one vehicle are placed up to two pieces. Leaflets can be located at windows or in plastic boxes which are above windows.



In the case that enterprise do not have own prepared leaflets, Mobilboard offers to that enterprises print of leaflet. Data for leaflets has to be in specific format:

- Text in the PDF format
- Resolution of picture (300 dpi)
- CMYK colourfulness
- White edges – 10 millimetres (recommended)

If enterprise has own leaflets it is necessary to deliver them at the latest on Thursday by 14:30. Installation of them into trolleybuses is done once per week on Friday and Saturday. After the end of the month campaign, leaflets are not given back.

<b>Leaflets (format of the paper – A4)</b>	
<b>Duration</b>	<b>Price per 100 pieces – without VAT 21%</b>
1 month	4 600,-Kč

Table 15: Price for leaflets in trolleybuses – Mobilboard (own processing)

<b>Production – print, installation, removal and distribution</b>	
<b>Quantity</b>	<b>Price – without VAT 21%</b>
100	1 500,-Kč

Table 16: Price for production of leaflets in trolleybuses – Mobilboard (own processing)

The number of vehicles where stickers will be located in not limited, but it is recommended by MobilBoard, to put advertisement at least in 15 vehicles. In one vehicle are located six stickers. They are stick on windows, below or over windows or between seats. For print of stickers by MobilBoard requirements are same as for leaflets.

<b>Stickers (50 x 12)</b>	
<b>Duration</b>	<b>Price for rent of 15 vehicles – without VAT 21%</b>
1 month	8 250,-Kč

Table 17: Price for stickers inside trolleybuses – Mobilboard (own processing)

<b>Production – print, installation, removal and distribution</b>	
<b>Quantity</b>	<b>Price – without VAT 21%</b>
All of them after 1 month	5 900,-Kč

Table 18: Price for production of stickers in trolleybuses – Mobilboard (own processing)

Prices are presented only for guidance. It can change, depends on the amount of order which enterprise will do. Data for print must be delivered ten days before the start of the advertising campaign. Length of campaign and amount of leaflets or stickers in vehicles can be different. It is based on consultation.

## 6.2 CityLight

CityLight is a big, shining board. It is usually located on the place where a lot of people going around (many times per a day). For example, City Lights are located in passageway, which lead to shopping centre Golden Apple in Zlín. For my selected company this is probably the best place where to put their advertisement. Nevertheless, in Zlín are more possibilities where advertisement in the form of CityLight can be. In Zlín, CityLights are located almost at every bus stop, in the centre of the city and around the way which lead from Zlín to Otrokovice.

Possibility, that people will notice it is very high. It is because of good location and also that the advertisements is big and shiny. Advertisement should contains basic information about the enterprise. Text should be big enough and pictures should be included too.

This type of advertisement is more expensive. Paper, on which the advertisement is printed, has to be special one because of the light which is shining through it. Size of the advertisement is 118,5 x 175 centimetres (width x height). Duration of advertisement in the form of CityLight is one month (mostly it is from 1. day to 28. day in certain month).

Many companies offered similar location of CityLights in Zlín. The most common locations are in the centre of Zlín, at bus stops and on the way to Otrokovice. Only one company owned CityLights in the passageway which leads to Golden Apple in Zlín.

### 6.2.1 DSZO – Agentura Zlín

Location of CityLight, which are provided by company DSZO are around city centre in Zlín, in shopping centre Centro, on the way to Otrokovice and even so in Otrokovice and Želechovice. If entrepreneur wants to know particular locations, where company DSZO has located their CityLight, the list of locations will be send ad hoc by DSZO.

**City Light**

<b>Duration</b>	<b>Price - without VAT 21%</b>
14 days (only in special case)	3 500,-Kč
1 month	5 600,-Kč
1 year	56 000,-Kč

Table 19: Prices for providing City Light – DSZO (own processing)

<b>Discounts</b>	
<b>Type of discount</b>	<b>Discount</b>
Quantity discount	10% for three and more pieces
Special discount	10% for located advertising on the free place (place is selected by agency)

Table 20: Discounts for City Light – DSZO (own processing)

### 6.2.2 LOXIA

As company DSZO, company LOXIA offers places in the centre of Zlín too. Set the exact location depends on the time, when a selected enterprise wants to start their advertising campaign and which board will be in the certain time free and available.

<b>CityLight</b>	
<b>Duration (from 1. – 28. x month)</b>	<b>Price – without VAT 21%</b>
1 month	5 500,-Kč

Table 21: Price for CityLight – LOXIA (own processing)

### 6.2.3 Euromedia

Euromedia is the only company which owned CityLights in the passageway to Golden Apple. This is probably the best place where to advertise because many people are going through there (sometimes more than one per a day). In comparison with the other selected companies, which are offering CityLights, the price for renting a CityLight in the passageway is not high at all.

<b>CityLight</b>	
<b>Duration</b>	<b>Price – without VAT 21%</b>
1 month	3 500,-Kč

Table 22: Price for CityLight – Euromedia (own processing)

## 7 LOCAL EVENTS

Local event is one of the best ways how to catch attention of people. Generally, visitors of local events are people who live in that certain region. This is the main aim of selected company – catch attention of local people in Zlín and near surrounding.

### 7.1 Local Events in Zlín

As it was mentioned before in theoretical part, representation of local enterprise in local events is possible the best way how to create a good reputation.

During a year are in Zlín (and in near neighbourhood in Malenovice) some events where the selected enterprise can be involved (mostly markets at the square in Zlín). I cannot divide events into groups according to visit rate. From the list of events, which I get from Information Centre of Zlín, I choose events which are depending on conditions which humans cannot affect (such as weather and so on). There are some tips where selected enterprise can provide their products:

- Events at the castle in Malenovice (June – August)
- Barum Rally Zlín (August)
- Market of Jugglers (September)
- Week of Health (October) – offer some health product in own shop
- Christmas markets in Zlín and at the castle in Malenovice (December)

I do not mention prices for renting a kiosk in these events. It is because selected enterprise has own kiosk. When selected enterprise wants to be a part of some of these events, there is always a special deal about the kiosk between selected enterprise and organiser. Selected enterprise does not pay same price as other sellers because of own kiosk. For fulfilling of this request, selected enterprise offers to organiser of certain event some type of compensation for the next time.

In the case that selected company will be representing their products in these events, in the kiosk will be a promotional material which people can bring with them and spread experiences with their friends. What should promotional material contains is written in theoretical part.

### 7.2 Local Event in Hostětín

Festival of Apples is a regional event which is placed in Hostětín. The main thought of this event is to support regional production. Only regional producers and entrepreneurs

with regional products can be involved in this event. It is perfect type of event for my selected company.

This event will be again this year on 25<sup>th</sup> September. Average visit rate is about two thousand people, which is not too much but it has to be considered the fact that it is only regional event (it means that people from different region would not be interested in it).

Selected company has to think if going to this event will be profitable for them. Hostětín is circa 40 kilometres far from Zlín. Total way is about 80 kilometres and this must to be count too.

<b>Festival of Apples in Hostětín</b>	
<b>Type of rent</b>	<b>Price – without VAT</b>
Small kiosk	200,-Kč
Large kiosk	400,-Kč

Table 23: Rent of kiosk in Hostětín (own processing)

## 8 PROMOTIONAL MATERIAL

In theoretical part is mentioned that promotional material is a first relationship with enterprise with potential new consumers. All the requirements, which should be in promotional material, are also listed in theoretical part.

Promotional material has to be firstly printed and then distributed among people. For distribution I chose service which is provided by Česká pošta. Česká pošta distribute promotional material to letterboxes where enterprise wants.

### 8.1 Print of Promotional Material

All the prices are presented for two-sided print at green paper. Not all selected companies do that. The first one requires about 10% up from the listed priced. Third company does not have green paper in their offer, they need to order it. Because of that there is some possibility that the print can last longer time – they need to wait until green paper will be delivered.

#### 8.1.1 Chciletaky.cz

Print of leaflets		
Quantity	Price – without VAT 21%	Price per piece – without VAT 21%
50	230,-Kč	4,60,-Kč
100	300,-Kč	3,-Kč
1 000	1 800,-Kč	1,80,-Kč
10 000	5 500,-Kč	0,55,-Kč

Table 24: Prices for print of leaflets – Chciletaky.cz (own processing)

Prices are for print on normal white paper. In case, that enterprise wants green paper, the price will be higher circa about 10% per piece. Minimal price of order is 200,-Kč.

#### 8.1.2 Reklama Zlín

This company does only offset print which means that they do not print leaflets in small amount. Price for 1 000 pieces will be probably the half of price for 10 000 pieces.

Print of leaflets		
Quantity	Type of paper (weight)	Price – without VAT 21%
10 000	80 grams	3 416,-Kč

10 000	140 grams	3 640,-Kč
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Table 25: Price for print of leaflets – Reklama Zlín (own processing)

### 8.1.3 TIGRIS

Print of leaflets		
Quantity	Price – without VAT 21%	Price per piece – without VAT 21%
50	450,-Kč	9,-Kč
100	500,-Kč	5,-Kč
1 000	1 026,-Kč	1,03,-Kč
10 000	4 788,-Kč	0,48,-Kč

Table 26: Price for print of leaflets – TIGRIS (own processing)

## 8.2 Distribution of Promotional Material by Česká pošta

For distribution of promotional materials in Zlín I chose only one company, Česká pošta, which is suitable for this action. Through Česká pošta, it is the easiest way how to organize this action. Prices which are listed below are for distribution of promotional material in Zlín.

Distribution of promotional material by Česká pošta	
Type of distribution (weight of promotional material up to 8 grams)	Price per piece - with VAT 21%
Distribution of promotional material in 3 to 5 days from the delivery day	0,30,-Kč
Distribution of promotional material in specific day	0,34,-Kč

Table 27: Prices for distribution of promotional material – Česká pošta (own processing)

## **9 SUMMARY OF ANALYTIC PART AND RECOMMENDATION FOR SELECTED ENTERPRISE**

I definitely suggest to selected enterprise to use all mentioned types of advertising together after they recognize it is the right time to start advertising themselves. It will help to bring new customers and creates a new satisfying reputation. The selection of particular company provided specific service depends on the price and preferences of selected enterprise.

Analytic part starts with the option that selected enterprise can put advertisement into local newspapers. There are suggested two local magazines. It has to be considered the price of advertising and where certain type of the local magazine is distributed. Prices for advertising in *Magazín Zlín* are almost half, in comparison with *Okno do kraje*, which is connected with the fact that distribution of this magazine is only in Zlín. In consideration that selected enterprise does not want to have too much advertisement yet, *Magazín Zlín* is the best option where to start. Distribution of *Okno do kraje* is much broader and selected enterprise does not need it yet.

My selected types of outdoor advertisement are advertisement placed in trolleybuses and in the form of CityLights. In my practical part I mentioned three companies who are providing advertisement located in trolleybuses in Zlín. The best offer of advertising there, offers DSZO. It offers three types – leaflets, stickers and advertisement placed on hand rails. Prices from all of providers are very similar but company DSZO offers the broadest offer. For successful advertising campaign I suggest to selected enterprise to purchase all three types of advertising. Each of them will be lasting for one month.

Second type how to do outdoor advertisement is usage of CityLight. The best place in Zlín, where CityLights are available, is the passageway which leads to shopping centre Golden Apple. It is in the main centre of Zlín and many people go through it. As it was mentioned before, the price for renting CityLight in the passageway is not too high in comparison with other providers of CityLights in Zlín. CityLights in the passageway is owned only by company Euromedia and the number of CityLight is limited there. Related to this fact, CityLight has to be ordered in advanced.

According to the list, which I gained from the Information Centre in Zlín, many events suitable for selected enterprise will not be happening in Zlín until the end of this year. Probably, the best suited event, where selected enterprise can offer their products are



Christmas markets. Conditions, which are related with the rent of the kiosk, are mentioned before. Event in Hostětín has a good idea of supporting regional product, but this event probably would not be efficient for selected enterprise (with regard how far Hostětín is from Zlín).

Last presented way, how selected enterprise can broaden awareness about them is spreading promotional material between people (to their letterboxes at home). Firstly, the promotional material has to be printed. From list of printing-offices, the best price for 10 000 pieces offers Reklama Zlín. It can seem a lot, but it is not because promotional materials will be distributed to letterboxes in the whole Zlín (into the major part of households). Distribution of these promotional would be assured by Česká pošta. It is the only company suitable for this action in Zlín.

I cannot set the total amount of money which would be needed for all these types of advertising. Majority of prices are given for guidance. It depends on the agreement between selected enterprise and specific company which is providing some type of advertising.

## CONCLUSION

The aim of my bachelor's thesis was to suggest some ideas how selected enterprise can be advertised in Zlín. From the collected information I chose the best option of each type of advertising. Part of the choosing process was also the price of specific type of advertising.

In theoretical part, I firstly mentioned what marketing is and what is its function in managing SME. Then I described marketing communications, its division and gave examples, which types of marketing communications are suitable for the enterprise doing business in the regional market. In the last topic of theoretical part I mentioned some trends of nowadays marketing communications.

Practical part starts with the introduction to selected enterprise – which communication channels are currently used and what type of advertising selected enterprise already did. Furthermore it contents types of advertising which can be done in Zlín. I presented five types of advertising – in local newspapers, in trolleybuses in Zlín, CityLights, local event in Zlín and Hostětín and distribution of promotional material. I listed two or three provider of each type of advertising. There is an exception in distribution of promotional material in Zlín. I mentioned only one company which is suitable for it. Part of the chapter about distribution of promotional material is printing of this material. It is because selected enterprise does not have enough of them and want to improve them.

The last chapter of practical part contents summary of the practical part and suggestions for selected enterprise. I mentioned there that for gaining new customers and broaden awareness about them in Zlín it would be sufficient to do all types of advertising which was listed before (for better result, all of them could be in the same time). In this part I suggested which company or option would be the best one from the point of view of effectiveness and price.

At the end, I would like to mention that writing my bachelor's thesis was not the easiest thing for me but I can say that I enjoyed it. During writing it I learnt a lot of useful information which would be useful for me in the future.

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**LIST OF ABBREVIATIONS**

GC	Guerilla Communication
ICT	Information and Communication Technology
PP	Product Placement
PR	Public Relations
PS	Personal Selling
SME (SME's)	Small and Medium Enterprise(s)
WOM	Word-of-mouth
WOMM	Word-of-mouth Marketing

**LIST OF TABLES**

Table 1: Prices of advertising – Okno do kraje (own processing) .....	34
Table 2: Cancellation Policy – Okno do kraje (own processing).....	35
Table 3: Prices of advertising – Magazín Zlín (own processing) .....	36
Table 4: Discount from advertising – Magazín Zlín (own processing) .....	36
Table 5: Prices for leaflets in trolleybuses - AIPT (own processing) .....	38
Table 6: Price for installation and removal of leaflets from trolleybuses - AIPT (own processing).....	38
Table 7: Price for advertisements on hand rails - AIPT (own processing).....	38
Table 8: Price for installation and removal of advertisement from hand rails – AIPT (own processing) .....	38
Table 9: Prices for leaflets in trolleybuses - DSZO (own processing).....	39
Table 10: Price for installation and removal of leaflets from trolleybuses – DSZO (own processing) .....	39
Table 11: Prices for stickers inside trolleybuses - DSZO (own processing).....	39
Table 12: Price for installation and removal of stickers from trolleybuses - DSZO (own processing) .....	40
Table 13: Price for renting a hand rail – DSZO (own processing) .....	40
Table 14: Price for installation of removal of advertisement from hand rail – DSZO (own processing) .....	40
Table 15: Price for leaflets in trolleybuses – Mobilboard (own processing) .....	41
Table 16: Price for production of leaflets in trolleybuses – Mobilboard (own processing).....	41
Table 17: Price for stickers inside trolleybuses – Mobilboard (own processing).....	41
Table 18: Price for production of stickers in trolleybuses – Mobilboard (own processing).....	42
Table 19: Prices for providing City Light – DSZO (own processing) .....	43
Table 20: Discounts for City Light – DSZO (own processing) .....	43
Table 21: Price for CityLight – LOXIA (own processing) .....	43
Table 22: Price for CityLight – Euromedia (own processing) .....	43
Table 23: Rent of kiosk in Hostětín (own processing) .....	45
Table 24: Prices for print of leaflets – Chciletaky.cz (own processing) .....	46
Table 25: Price for print of leaflets – Reklama Zlín (own processing).....	47

Table 26: Price for print of leaflets – TIGRIS (own processing)..... 47

Table 27: Prices for distribution of promotional material – Česká pošta (own processing)..... 47