

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

Effectiveness of Marketing Communication Strategy

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

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Economics and Management

Thesis title

Effectiveness of Marketing Communication strategy

Objectives of thesis

This thesis firstly describes the basic terms connected to marketing and communication. Then it will describe the basis of selected company and its positioning on the market. It will evaluate communication techniques of the company and their overall impact on the final consumer. The thesis will focus on one particular store to reach more precise results. Communication will be evaluated based on overall media campaign as well as social media performance and local short term offers. The thesis will also look into in-store marketing and direct communication with customers. After the final evaluation of all factors of communication the thesis will suggest improvements to improve the company's communication and potentially to increase their sales.

Methodology

In the first part of the thesis, focusing on a literature review, the information will be drawn from the professional literature as well as on-line sources. The information will be summarized and systematically sorted to provide sufficient background for the practical part. The second part will use mainly analysis of relevant data acquired from different sources. It will consider statistics from Facebook insights as well as direct in store data such as conversion rate. To closely observe the direct in-store communication there will be created a questionnaire for mystery shopping.

The proposed extent of the thesis

Approx 60 – 70 pages

Keywords

marketing, marketing communication, marketing plan, promotion, in-store marketing, mystery shopping

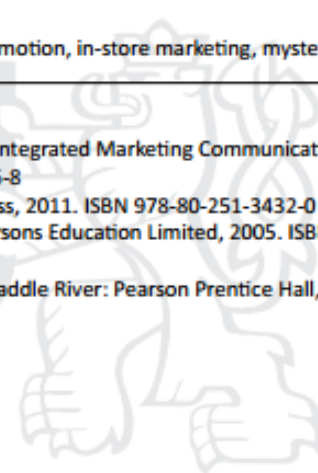
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Declaration

I declare that I have worked on my bachelor thesis titled "Effectiveness of Marketing Communication Strategy" myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any person.

In Prague on 30th March 2017

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I would like to thank to Ing. Richard Selby, Ph.D. for his advice and support throughout my work on this diploma thesis.

Efektivita strategie marketingové komunikace

Souhrn

Tato práce nejprve popisuje základní pojmy spojené s marketingem a marketingovou komunikací. Dále představí vybranou firmu, její komunikační mix a segmentaci zákazníků. Tato práce je zaměřena na jednu prodejnu z důvodu získání přesnějších výsledků. Cílem této práce je zhodnotit vybrané komunikační techniky a kanály a jejich vliv na konečné spotřebitele. On-line komunikace je hodnocena na základě analytických nástrojů on-line marketingových kanálů i na základě interních dat prodejny. Zároveň byl vytvořen dotazník pro vyhodnocení dopadu marketingové komunikace společnosti na spotřebitele a jejich postoj k některým aspektům prodejny a komunikace. Získaná data jsou analyzována za použití SWOT analýzy. SWOT analýza marketingové komunikace firmy srozumitelně analyzuje a rozděluje vnitřní i vnější faktory, které ovlivňují komunikaci firmy. Definuje silné a slabé stránky, příležitosti a hrozby. Pomáhá identifikovat problémy přicházející z vnitřního i vnějšího prostředí, které je třeba řešit. Po závěrečném vyhodnocení této práce jsou navržena opatření ke zlepšení efektivity marketingové komunikace, zlepšení povědomí o značce vedoucí také k potencionálnímu zvýšení prodeje.

Klíčová slova: marketing, marketingová komunikace, propagace, in-store marketing, on-line marketing, tradiční marketing

Effectiveness of Marketing Communication Strategy

Summary

This thesis firstly describes the basic terms connected to marketing and communication. Then it will describe the basis of the selected firm its marketing communication mix and customer segmentation. The thesis focuses on one particular store to reach more precise results. The aim of this thesis is to evaluate the communication techniques of selected firm and their overall impact on final consumer. The online communication will be evaluated based on analytics of online marketing tools as well as store data. There was also created a questionnaire to evaluate impact of company's marketing communication on the consumer and their attitude towards certain aspects of the store and communication. The acquired data is also analysed using SWOT analysis. The SWOT analysis of company's marketing communication will comprehensibly analyse and sort both internal and external factors influencing its communication. It defines its strengths, weaknesses, opportunities and threats. It helps to identify issues coming from both internal and external environment which need to be addressed. After the final evaluation this thesis will suggest improvements to the company communication to increase its effectiveness and therefore possibly increase their sales.

Keywords: marketing, marketing communication, promotion, in-store marketing, on-line marketing, traditional marketing

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1 Introduction

The main aim of every company is to create revenue as high as possible, but although often underestimated it is almost impossible without successful marketing strategy. Marketing communication is a very important marketing tool by which companies try to improve their competitiveness in today's environment. The communication mix consists mainly of advertising and sales promotions, but also in the areas of public relations, sponsorship, direct marketing and personal selling.

The purpose of marketing communication is to acquaint target group or individual persons with the product or service and then convince them to buy. Even the best product or service cannot be widely sold if customers do not know about its features and its main selling points. Marketing is more than any other area of business based on relationships with customers. Mutually beneficial communication with customers, value creation, detection and satisfaction of customer needs and desires, and shaping the long-term relationships with customers is the basis of marketing thinking. Marketing communication is a key to overall success on the market. Relationship with the customers and satisfaction of their needs and wants helps to acquire new customers and retain the old. Marketing communication plays an important role in customer decision making process and is a key factor which forms customer opinion and brand image.

Marketing communication consists of many different aspects of marketing. It utilises different marketing tools to promote its image and products. It is difficult to use appropriate channels and fuse them together to create consistent and successful marketing communication strategy. It aims to express the uniqueness of the brand and their products compared to the competition. It is necessary to create value and satisfaction of customers. It is essential to provide the right information to the right group of people through the right media or channel. These channels especially online, provide valuable information about customers and their preferences, which helps in decision making of marketers. Online tools also enable more precise targeting for example through social media, which are increasing its importance in current marketing strategies.

This thesis aims to improve marketing communication strategy of selected company which might improve customer perception and brand image. It can also increase the number of customers, their retention and loyalty to the brand. All these aspects help to increase revenue and overall performance.

2 Objectives and Methodology

2.1 Objectives

This thesis firstly describes the basic terms connected to marketing and communication to provide background for practical part of thesis. Then it describes the basis of selected company its nature, history and positioning on the market. It evaluates communication techniques of the company and their overall impact on the final consumer. The thesis focuses on one particular store to reach more precise results. Communication is evaluated based on overall media campaign as well as social media performance and communication directly in-store. After the final evaluation of other factors of marketing communication of the company the thesis suggests improvements to improve the company's communication in the future and potentially to increase their sales.

2.2 Methodology

The first part of the thesis covers literature review; the information is drawn from the professional literature as well as on-line sources. The information is summarized and systematically sorted to provide sufficient background for the practical part. It describes marketing, marketing communication and their basic tools and types. It also describes new trends of marketing communication and their application.

The second part uses mainly analysis of relevant data acquired from different sources. It considers statistics from online tools such as Firmy.cz or Google my business as well as development of direct in store data such as conversion rate. It also analyses the company's social media presence and campaigns.

In order to closely observe the communication and its impact on customer there was created a short questionnaire. It was used directly in the particular store. The questionnaire focuses on the various aspects of the communication and helps to evaluate the effectiveness of communication. It also helps to define store's customers, their gender and age, which helps to successfully target communication practices. Each question is carefully prepared to avoid leading, double barreled or ambiguous questions. After the initial questionnaire was created, the author did a test round firstly among family members and

colleagues to test comprehensibility of the questions and availability of all options. Few questions were adjusted and also added to cover all aspects of store's communication. After another test round, the questionnaire was ready for the actual respondents among the store's customers. The author asked the questions directly in store during November, December 2016 and several in January 2017 as well. The questioning has taken place various days of the week and times of a day to reach as large spectrum of customers as possible. At the end of questioning period hundred responses was acquired. The responses were evaluated on multiple levels to illustrate the impact of different types of communication on the customers. As the questioning was done one-to-one the thesis also takes into consideration remarks of respondents mentioned during the questioning, their overall opinions and recommendations.

SWOT analysis was used to comprehensibly analyse marketing communication of the company based on the acquired data. It provides detailed research of internal and external factors that affect company's communication. The SWOT analysis comprehensibly sorts strengths and weaknesses caused by internal factors of the company and also opportunities and threats emerging from the external environment.

3 Literature Review

This part of the thesis briefly describes the key topics important to provide sufficient background for practical part. At first it describes and defines marketing as a whole, further it divides it into segment which will be described in more detail. This part will also focus on marketing communication and its influence in customer decision making.

3.1 Marketing

Marketing as defined by Kotler and Armstrong (2014) is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

The main aim of marketing is to create revenue by providing the right product, at the right time, at the right place, for the right price. Firstly the marketers need to determine the customers needs and wants, then evaluate current market situation to possibly discover a gap or other profitable opportunity. The marketers have to understand that they cannot satisfy every consumer with the same product, they have to focus on the segment in which they expect to be the most successful. Other thing marketers need to consider are the competitors on the given market, they have to provide something more, added value, which will convince consumers to prefer their product over the competition. Differentiation is a key factor affecting the success of a product. According to Kotler (2004) products can be differentiated on multiple levels.

- **Physical differences-** features, performance, adaptability, durability, reliability, design, styling, packaging
- **Differences in the availability-** at the store, by phone, online, by mail
- **Price differences-** very high, high, moderate, low, very low
- **Differences in image-** symbols, atmosphere, media presence, perception

Marketing mix is a combination of the most important marketing tools. It aims to increase demand for product in the target market. It is based on customer needs and wants. The key elements of marketing mix are product, price, place and promotion. All these

elements help to design, develop, differentiate and market successful products.

- **Product**- potential for success, chosen based on customer needs and wants

What marketers have to know: customer needs and wants, the product features, advantages and disadvantages, comparison to competition, key selling points

- **Price**- creation of revenue, based on the amount which a customer is willing to pay

What marketers have to know: selling value, comparison to competition

- **Place**- distribution channel, selected based on amount of opportunities

What marketers have to know: target customers, location, nature and possibility to encounter and use of different channels

- **Promotion**- marketing communication, based on target customers and preferences

What marketers have to know: sensitivity to price changes and promotions

Product is one of the major marketing tools. It includes products and services that company offers to customers at the target market. It includes assortment, quality, design and brand. (KOTLER, 2014) The aim is to achieve that the product or offer differs from others and is preferred by target market even for a higher price. Marketers have to look at the needs and wants of customers.

Price is the amount of money that the customer must give up to purchase a product or service. Price is an important part of marketing. It regulates supply and demand on the market. It is the only element of marketing producing profit. Other elements produce only costs. Theoretically, price should reflect quality of the product, which is marketed by the company but it is not always the case. There are different pricing strategies used by companies to evaluate its products or services. Three basic strategies described by Marketing-Insider (2015) are:

- **Customer value based** – based on the perceived value of customer. It is not dependent on sellers' costs and therefore has to be considered before beginning of product creation, design and implementation of other marketing activities.
- **Cost based** - based on all costs associated with product manufacturing, distributing and selling. It includes also certain amount of back up earnings.
- **Competition price** - based on competitors' strategies, costs, prices, market offer and value perception of customers compared to competing product.

Place includes all activities directed to the product to become physically available to target customers. It includes distribution channels and availability of distribution networks. Distribution ways help people overcome temporal, spatial and ownership barriers, which separates them from what they need or want. Diversity of supply and the width of the range of products in the distribution network are determined by the organization of distribution routes and their proper functioning. (KOTLER, 2014)

Promotion includes all activities directed to the familiarize customer with the product and influence his decision to buy. The basic categories are advertising, personal selling, direct marketing, sales promotion and public relations. (FREY, 2011)

Marketing has to be evaluated also from the viewpoint of customer. Communication is a dialogue, a two-way conversation, between company and customer. Customers are interested in more than just a price. They are interested in the overall costs they have to spend to get the product, use it and throw it away. They want the product and services to be available and convenient to use. Customers are not interested in promotion but communication. This approach is formulated in terms of 4 C's. (KOTLER, 2004)

The 4 C's of marketing aim not only on marketing and selling of a product, but also on communication with the target audience from the beginning of the process to the end. It is similar to 4 P's, but tailored to customer. The 4 C's stand for Customer needs and wants, Cost, Convenience and Communication. (WARREN, 2016)

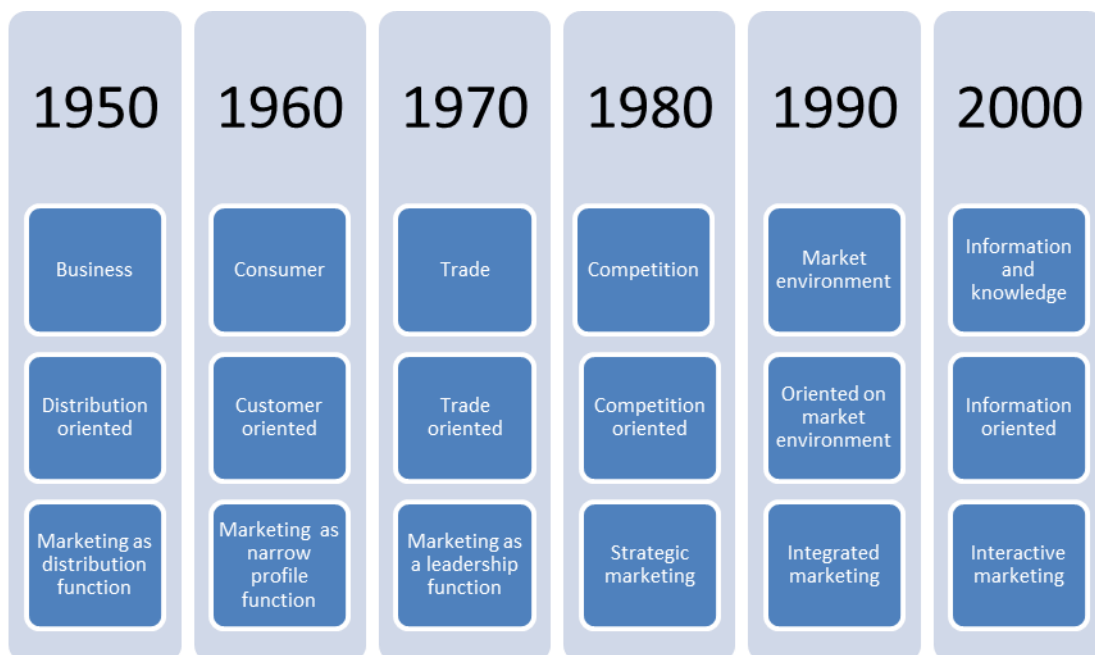
- Customer needs and wants**- understand customer and fulfill their needs and wants
- Cost**- determine the overall cost of buying a product to a customer. It includes cost of journey to the store, cost of its disposal, etc.

Convenience- determine where and how the customers want to buy a product

Communication- customer oriented approach of selling, but requires communication between customer and seller.

Marketing development can be viewed in the context of its content focus. As can be seen in the figure 1 below, marketing content orientation has changed. As a result of the concentration of trade, increased supply by manufacturers and current changes in the shopping behaviour of consumers was formed a new feature of trade, which is crucial for success on the market. Marketing tools are starting to be focused on trade. World economic development, political conflicts, reducing raw material supply, market saturation and increasing competition raises the strategic focus of marketing. Further marketing focus has developed in form of integrated marketing to increase its overall effectiveness. Due to development of audience more and more focusing on the informational value marketing has also switched towards interactive marketing to remain appealing. Social framework and suggestibility of the environment induces the development of social marketing. (TOMEK, 2011)

Figure 1 Development of marketing content



Source: (TOMEK, 2011), own processing

There are several tendencies which change marketing orientation compared to past. Originally it was aimed at mass buyers, but nowadays it is completely different. With the emergence of new needs based on socio-economic changes, increase in purchasing power and overall differentiation of demand, marketing had to inevitably change to accommodate these changes. It changed mainly in terms of more personalized approach to customers and their needs and wants. Other tendency which developed is an implementation of vertical marketing. All members of distribution channel have to cooperate in order to meet customer needs. Marketing has to be much more flexible and is aimed at smaller segments of customers. It has to reflect changes of lifestyle and resulting fluctuations of demand. The key change of marketing is its transformation to relationship marketing, which emphasise the importance of the effort to satisfy customer needs and develop long-term relationship with customer as well as other parts of distribution channel. (TOMEK, 2011)

3.1.1 In-store marketing

In store marketing plays a significant role in marketing. It influences the first impression of the customers and therefore their decision making process. In-store marketing is about presentation of the goods, environment as well as direct communication. It consists of all types of point of sale materials, branded furniture, merchandising, promotions, etc. It influences customer perception of brand as a whole. It includes direct sale as well as sales promotion and merchandising.

3.1.2 On-line marketing

The spread of private on-line services, thanks to the discovery of the first widely available browser basically stopped. Since 1994, thanks to Mosaic browser and Internet Service Provider users were able to spend unlimited amount of time on the internet and send unlimited number of e-mail messages. Originally it was billed based on hourly rate and other fees. In 1995 users began to move to the web and the first attempts at online marketing appeared. The first on-line marketing tool was in the form of banners. By the first half of the 90s web was joined by millions of users. New ways of usage of online marketing were discovered. Companies began to explore new business opportunities,

activities and communities. At this time an unprecedented variety of business activities has appeared. Everyone saw its great potential and wanted to take an advantage of it. Along with rapidly growing number of websites users begin to need to create an order in this huge amount information and find exactly what they need at the moment. After the introduction of several search engines users started to prefer effective and efficient search engines to other forms of search. This is the moment when Google came in and brought a revolution in search and on-line marketing. (TREADAWAY, 2011)

With the rise of new media and other communication tools of the new generation, the way people communicate has significantly changed. The presence of companies on social media creates new opportunities and strengthens relationships with customers and partners. With the rise of social media on-line marketing became important part of successful marketing mix. On-line marketing consist of different platforms, which can be used for marketing purposes. The great advantage of online marketing from the viewpoint of marketers is usually low cost and easily measurable results. On-line marketing also gives a access to much wider audience and based on the platform also different age groups. This enables marketers to experiment and assess the effectiveness of different marketing efforts without wasting resources on something that does not work. (MYŠÁK, 2014)

Key tools and platforms:

- Email (Smartemailing,..)
- Blog (Wordpress,..)
- Social networks (Facebook,..)
- Video (Youtube,..)
- Comparison websites (Heureka,..)
- Catalogues and aggregators (Firmy.cz,..)
- Search engine optimization
- PPC (Pay per click) advertisement
- PPP (Pay per post) advertisement

3.1.2.1 Facebook

„Facebook’s mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them“ (FACEBOOK, 2009).

Facebook is one of the most popular social media. It was founded in 2004 by Mark Zuckerberg and was originally only for Harvard students. It begins to spread and in 2006 everybody with email address over 13 years old, could sign in. It enables to communicate among its users, share photos and other multimedia content. (PHILLIPS, 2007)

According to Statista (2017) more than 1.8 billion people use Facebook to connect with friends, family and to discover things that matter. Marketing on Facebook helps to find new customers and build long-term relationships with them. According to Zarrella (2010) the fastest growing segment of Facebook users are people older than 35, he claims it already surpassed the age group of 18-25 years.

For companies it creates opportunity to interact with customers. It is an important tool to create relationships with the customers on more personalized level and to promote its goods or services. Company creates a public profile. It can represent the company as a whole or a brand. The page contains vital information about the company and provides interesting content for the customers. The content might be promotional, informational or simply pictures. It should not be too promotional, because users do not want to see too promotional content in their “newsfeed”. “Newsfeed” is a list of recent activities of “liked” pages, friends and other suggested posts. The content should be interesting, to attract people to “like” the page and therefore to see more posts.

Companies on Facebook can create self-service ad. Advertising through Facebook Ads enables to create and design own advertisements for low cost. Every post can be financially promoted and interlinked with Instagram. Each promoted post can be targeted based on the gender, age, interests and location. Aim of each promotion is to attract the customers, not only directly to the store or e-shop, but also to “like” the page itself. The overall success of the page is measured mainly through page “likes” and interactions with the customers.

Facebook also provides statistics, which provide valuable insight into the distribution of customers, their gender, age and location. It helps to improve an

understanding of target audience and enables to make more informed decisions. It also shows most frequent times of the day on the page, which helps with the timing of launch of posts. The statistics also show reach and success of individual posts.

3.1.2.2 Instagram

Instagram is a picture oriented social media. Users may create a personal profile and publish their photos. Although this feature of social network is neither groundbreaking nor revolutionary, because it is used by the majority of social media already it is different. As other social media Instagram user also has a profile and a news feed, but is meant to be used primarily through iPhone. Its appeal lies primarily in the fact that it allows its immediate adjustment of the photo by using various filters. These filters allow users to change the appearance or character of the photos, including adjustment of brightness, contrast and colour. (MOREAU, 2016)

In 2010 Instagram was acquired by Facebook, which increased its influence on photo posting and sharing market. It also increased the influence and effect of promoted campaigns by further interlinkage between these two channels. The company presence and its content on these channels has to be more fashionable, artistic and less promotional to attract its users. (ORESKOVIC, 2016)

3.1.2.3 Website

Website is one of the most important on-line marketing tools. Websites are currently a key part of promotion of enterprises and organizations, on the other hand it is an enormous source of information for consumers. It is the first thing customers search for on the internet. It increases credibility of the seller and also enables customers to find the brand or store more easily. Without a website presence store is often not acknowledged by customers and therefore not marketable on the internet. Customers often prefer stores with a website.

Website readers are very different from readers of newspapers. Website visitors rather "scan" the content and look for necessary information. Since the readers are characteristic, it is appropriate to adapt the text on websites accordingly. It embraces a

principle of the inverted pyramid where are the most important information located in top and less important information in the bottom. The text on the site should begin with the title and summary to attract as much attention as possible. Top of the page should include the most important information and ideas to attract the readers before the skips somewhere else. (WARWICK, 2016)

3.1.2.4 Google my business

My Business Locations offers businesses a way to manage their internet activity on Google services (such as Search or Maps) easily and for free. It is based on creation of business profile, which will be displayed in Search and Maps. It is necessary to include current and verified information about the business which will ensure that the customers find the business more easily. Businesses who have verified information on My Business profile are twice as likely regarded by customers as serious. When customers find the business on Google Maps and Google Search, they need to easily access important information, such as working hours, web or address. The customers can leave a review which should be read and responded. It is possible to post photos of the store, projects or products. Companies which add photos, gain 42% more clicks for directions on Google Maps and 35% more clicks on web than compared with those that do not. It also provides statistics on how customers search for the business and where they come from. It provides also information how many people call directly using button in Mas or Search. It also offers a possibility to create advertisements. AdWords enables to easily create campaigns and measure their performance to promote the business. (GOOGLE, 2016)

3.1.2.5 Firmy.cz

Firmy.cz is a catalog service that combines search, field category and user location. It is the largest Czech company database on the Internet. Firmy.cz is very similar platform to Google My Business but run by Seznam.cz. It enables to create public profile of the company and their stores. Firmy.cz offers users ability to display search results in the form of a list in combination with visualization on map. There is more then 615,000

firm profiles in more than 3600 categories. Entries are arranged into categories related to the Company's operations and contain all relevant information for easy user navigation. Business profile of companies and institutions include information concerning the business scope of the company. The profile contains headline, caption, region, website URL, photos and other data. Every company operating in Czech Republic can create such profile. Adding the company or institution the catalog automatically creates corporate detail, which is located in appropriate thematic category in the catalog. All entries are then tracked in site map serverMapy.cz. It is possible to influence listing position by auctioning for ranks. Participation in the auction affects the position of a business listing on Firmy.cz (SEZNAM, 2016)

3.1.3 Traditional Marketing

Traditional marketing is a wide category of marketing that involves many different forms of advertising and marketing. It is the most common and recognizable type of marketing and includes advertisements that we see and hear every day. Traditional marketing methods have a high success rate and are verified by long-term experience. Internet methods require customers to have access to an online medium and internet skills. With traditional marketing, anyone with a newspaper, mail service, television or radio can learn about the company or a product. Online marketing has a higher risk from competing brands, because the information on the internet is much more accessible. Most traditional marketing strategies belong to one of four categories: print, broadcast, direct mail, and telephone. Almost all companies use at least one element of traditional marketing. (FREY, 2011)

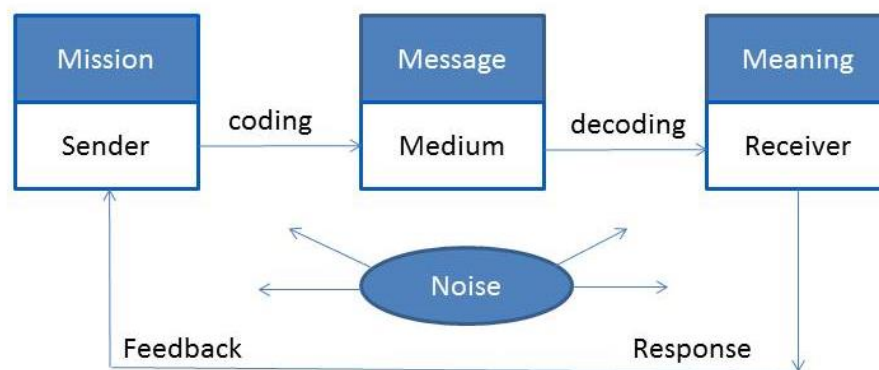
3.2 Marketing Communication

Communication is an implementation of marketing strategies. Marketing communication is included in the fourth P of marketing mix, the promotion. According to Foret (2011) the communication is a process of sharing, transferring and exchange of meanings and values, not only in the area of information, but also the manifestations and results of behaviours as different products offerings and customer reactions to them. Foret

also mentions a several essential principles marketer has to follow to create successful marketing communication. Firstly marketer has to choose the right time and place for marketing campaign. Then he has to ensure its comprehensibility, clarity and value for customer. It also has to be consistent with brand image as well as other campaigns. Lastly marketer has to always know and understand the target group in order to tailor the communication to their needs and also to choose an appropriate channel. The ability to quickly interact with the distribution channels and price policy affects innovation and product changes faster than ever before.

Communication is a relationship where the sender pursues an aim (mission), gives specific form to the message (coding) and sends it to the receiver via different communication tools. The receiver processes (decodes) the message and responds to it. The complete scheme in the figure 2, below.

Figure 2 Communication process



Source: (TOMEK, 2011), own processing

Sender wants to transfer a message for example to improve brand recognition or product promotion. During coding stage there is created the actual message and tool of the transmission such as TV Spot. Medium chooses the channel by which the message will be spread. Decoding is based on the understanding of receiver and response contains purchase or need for additional information. Feedback verifies suitability of the communication. Noise accompanies every communication and might result in slight deviation of the results.

Successful and effective communication achieves maximum impact at minimum cost. Mutual communication is based on mutual trust and understanding. Also important is a choice of appropriate time and communication environment. Communication must not only be important to sender, but also must be understandable for the receiver to match his values and be relevant to his situation. Communication must be expressed in clear and simple way to prevent any distortion and misunderstanding. Communication is a never-ending process that must be constantly repeated and developed. It is important to use proven and popular channels because such channels have created a certain recipient relationship and respects. Different channels have different audiences and different effects, and not all have to be suitable for particular segments of the communications. It is Important to know the receiver, his habits, accessibility, education and the ability to understand the message. The greater the knowledge about the receivers the higher chance to prepare successful communication to them. (FORET, 2011)

It is necessary to formulate marketing communication objectives to support the goals and aims of the company. Setting goals marketing communication is important for assessing effectiveness. Objectives affects the life cycle of the product and the market situation.

The main objectives of marketing communication stated by Foret (2011) include:

- providing information
- creating demand
- product differentiation
- emphasis on the benefits and value of the product
- steady sales
- loyalty to the brand
- market share growth

There are many different models, which describe the process which customer undergoes before the actual purchase. The basic model is AIDA. As described by Rawal (2013) AIDA is an acronym that describes what happens when a consumer engages with an advertisement. It stands for stands for Attention, Interest, Desire, Action. The first step

of communication must attract attention, without attention the whole advertisement will be pointless. An ad should immediately catch viewer s attention and offer a clear benefit of seeing the remaining part. After the attention the communication must raise interest in the offer. The next stage must stimulate desire and convince the potential consumers about the product ability to satisfy their needs and wants. Finally, it should result in action, in the preferred scenario a purchase. If customers are satisfied with the purchase it might lead to future repetition of the desired behaviour. (RAWAL, 2013)

3.2.1 Corporate identity

The corporate identity is about company's presentation. It has both internal and external factors. It creates differentiation and recognisability to the external environment. The identity enables companies to become recognizable at the first sight without the necessity of exclamation of their name or field of business.

Foret (2011) mentions several key elements off corporate identity.

- 1) Complexity, based on internal structure, mission, vision, goals and heritage.
- 2) Presentation of company's originality, uniqueness and specificity.
- 3) Stable and long-term activity both internal and external provides credibility to own employees as well as external audience, public.
- 4) Reference framework of all communications and activities of companies to which identity delivers an unequivocal clarity and interpretability to the final audience.
- 5) Integrity and identification of staff and associates with the firm, as well as the prestige and attractiveness to newcomers.
- 6) Unified visual style simplifies, accelerates and streamlines all communications of the firm.

The unified visual style is the most visible part of corporate identity. It includes logos, signature colours, style and font. All these particles are usually incorporated in

design of headquarters, company cars, uniforms, websites and propagation materials. Successful corporate identity has high influential power on customers, which has positive effect on whole product portfolio. Competing brands often use signature colours and designs of successful companies to confuse the customers and therefore to exploit its success.

3.2.2 Brand personality

Brand personality is important part of communication and is specifically targeted at certain segments of customers. According to Hawkins (2010) people assign personalities to brands whether marketers want them to or not. Therefore, marketing managers increasingly try to manage the brand personalities of their products. Hawkins (2010) also described three main advertising approaches to manage brand personality.

- **Celebrity endorses**- employment of celebrities based on their characteristics and audience. Celebrities have a significant influence over their fans. People imagine a similarity between them and the popular person, by using the same products.

- **User Imagery**- this approach shows a characteristics of typical users and their assumed environment and their activities in terms of particular product or brand. It is usually fancier, more exciting picture than reality but it increases consumer familiarity and association with the brand.

-**Executional Factors**- these factors include the tone, pace, media and logo selected for the advertising campaign. These factors vary depending on the target audience.

3.2.3 Tools of marketing communication

There are different tools which can be used in terms of marketing communication. Communication tools get into consciousness with the aim to create an attitude which results in positive action towards the subject of communication. The most well-known tool is advertisement. Process creation must be based on the stated objectives, aimed at target groups by means suitable for its purposes. The basic are advertisement, sales promotion,

public relations, sales personnel and direct marketing. Interconnection of individual tools of marketing communication should reach maximal, mutually reinforcing, multiplicative and synergy effects (FORET, 2011). All these tools work together to public, to create opinion, improve perception, increase recognition and influence their decision to buy. Each tool uses a different media to touch its goals and effectively reach different segments of customers.

Figure 3 Marketing communication tools

Advertisement	Sales promotion	Public relations	Sales personnel	Direct marketing
Print advertisements and commercials	Games, competitions	press communication	Sales presentation	Catalogues
Packaging	Rewards, donations	manifestations, seminars	Sales meetings	Addressed mailing
Communication inserted into individual packages	Fairs, sales exhibitions	Charitable donations	Fairs, sales exhibitions	Electronic purchases
Films	Samples	Yearly reports	Samples	Telemarketing
Brochures, manuals	Exhibits	Sponsorships	Corporate programs	Television purchases
Posters, leaflets	Presentations	Publications		E-mailing
Directories	Coupons	Lobbying		Voice mailing
Billboards	Rebates	Public events		
Advertising signs	Entertainment events	Social relationships		
Promotional messages at point of purchase	Loans, low interest rates	manifestations of identity		
Audio-visual materials	Discount for trade-in	Corporate magazines		
Symbols, logos				

Source: (KOTLER, 2004), own processing

3.2.3.1 Advertisement

Although it is still considered as one of the most successful marketing communication tools in terms of reach, its significance decreases. Mainly because its high burden on budget, overall increase in overall amount of advertisement, lowered time frames (TV Spots) and less possibility of targeting. Advertisement is usually aimed to increase general brand awareness, but the most successful advertisement is targeted on specific audience, for example in magazine targeted on certain group. According to Kotler (2004) for successful advertisement it is necessary to define five **M**

- **Mission-** define goal (to inform, persuade, remind)
- **Message-** define value to communicate
- **Media-** decide on channel or its combination
- **Money-** decision on allocation of resources to be effective
- **Measurement-** decide on measurement tools and expected results

Mission is the first step in creation of advertisement. It is necessary to assess, what we want from the advertisement, what is its goal. Should the advertisement inform customers about brand or product? Should it persuade customers to purchase a certain product? Should it remind the customers certain aspects or the company as a whole? All these questions also help to assess what to expect. It is also important to define what will be communicated, which values and what will be interesting and attractive for consumers to achieve our goals. After completion of the two first steps it is needed to choose the correct combination of channels to approach selected customers. Although the communication is different on different types of channels the overall message needs to be coherent. Budget is set based on expected returns. It is essential to set specific goals of the advertisement, reach and frequency to efficiently allocate the resources. The effectiveness has to be also borne in mind when allocating money. If the budget is too small, the advertisement will be ineffective. Measurement of return on investment is not easy, but is usually higher in terms of targeted advertising, than general. It is almost impossible to separate the effects of advertisement, because it is often accompanied by other marketing communication tools. Most advertisement does not result in immediate increase in sale, but influences long-term opinion. (KOTLER, 2004)

There are three main types of advertisement. The first type is an informative advertisement which aim is to inform about new product or service. It aims to generate demand. The second type is persuasive. This type of advertisement is implemented during increased market pressure and it aims to influence customers to purchase a particular product. It often compares the product with competition. Third type is reminder advertisement which aims to maintain customer perception and recognition in preparation of future campaigns. (FORET, 2011)

3.2.3.2 Sales promotion

Compared to advertisement sales promotion directly influences consumer behaviour. Sales promotion consists of many different tools. Some of the basic tools are promotion based on percentage discount, benefits in terms of loyalty programs and additional gift to purchase. Sales promotions can support for example new entering product or brand and convince customer to change preferences from competing brands and products. On the other hand these promotions cause fluctuations in demand and therefore difficulties for suppliers and decrease value of the brand. If used too often, customers will create an array of preferred brands, not one. The customers will turn towards a brand which is currently on sale, not other comparable brands.

3.2.3.3 Public relations

As defined by Public Relation Society of America (2011), “public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” It is a very effective tool of marketing communication. It helps to build a brand position on the market and influences perception of the brand. It uses tools which Kotler (2004) defined under the acronym PENCILS.

- **Publications**- yearly reports, company’s magazines, newsletters, brochures, etc.
- **Events**- sponsorships
- **News**- news about company, employees and products
- **Community involvement activities**- time or money investments to the community
- **Identity media**- manifestations of identity such as letterheads, uniforms, cards, etc.

- **Lobbying activity**- efforts to promote or block legislative measures and regulations in favour of the company
- **Social responsibility**- good reputation in this area

All these tools create a positive image of the company and influence its perception by general public as well as business competitors and partners. Public opinion is very important in terms of company's campaign. The positive reaction in the press is usually more valuable than expensive billboard without any personal undertone. The goal of public relations is to assure a positive opinion of key influencers such as celebrities or field professional even before the commencement of the campaign.

3.2.3.4 Sales personnel

Sales personnel are probably the most effective tools of marketing communication. They are much more flexible than other types of communication and can instantly react to questions or remarks. Sales personnel also provide the right product to the right customers based on their needs, wants and preferences. They can create the interest and bring customer to purchase of not only one but also additional or complementing products. It uses both verbal and nonverbal communication. It is a process of influencing the customer through personal contact. Thanks to personal approach it is capable to affect customer much more effectively than conventional advertising and other tools of communication mix. Personal contact allows the sales person to deal with reactions (opinions, needs, barriers) of customers more effectively and quickly react to them.

In this area the company has to consider the cost for the sales persons in terms of their sales. Although better sales persons are usually more expensive, the investment will pay off because of the value of their sales.

Sales personnel are an important figure in the wholesale as well as retail area. Wholesale requires long-term care about customers and acquisition of new customers. It has higher requirements on abilities and education and requires more technical support in terms of laptop, mobile phone and even a car. Wholesale sales person is focused on selling a broad range of products to the wholesale customers, to help them in merchandising of these products and provide overall support to increase their sales and therefor to increase

the volume of products sold. On the other hand the retail sales personnel is focused on the end consumers to satisfy their immediate needs and wants, to give a professional advice and assure the customer of good purchase. Beside the satisfaction of the product itself by their advice, solution and overall approach sales personnel also greatly influence customer loyalty.

3.2.3.5 Direct marketing

According to Kotler (2012), direct marketing is the use of consumer-direct channels to reach and deliver goods and services to customers without using marketing middlemen. It is based on direct communication with selected customers. Its goal is to cause an immediate response or action. Among traditional forms of direct marketing belong catalogues, mail order sales and telemarketing. With the emergence of new media new forms of direct marketing appeared. The new forms include mainly internet, e-mail and sms. All these tools of direct marketing have to include a call-to-action. As direct marketing requires measurable response it embraced social media and other tools of on-line marketing for its easily accessible results and easy contact with desired audience and targeting. Direct marketing is based on data mining processes and their use to target the communication, which leads to higher effectiveness.

Quality accurate and current database is important part of direct marketing. Otherwise it may result in unnecessary spamming and therefore annoyance of customers. The message has to be as targeted and personalized as possible to appear real, legit and trustworthy. Direct marketing makes use of the present new trends, particularly computers to more targeted and systematic communication with customers. Its primary advantage is targeting, effectiveness, long-term use and easy measurability. (BELCH, 2003)

3.2.4 New trends in marketing communications

New media and practices evolved and marketing communication has changed. New media opened previously unthinkable options and pressed marketers to invent new strategies to use such media in most effective ways possible. It required completely new approach to advertising and promotion.

Frey (2011) mentions few new trends in marketing communication:

- Digital marketing
- Guerrilla marketing
- Viral marketing
- Product placement
- Mobile marketing

Not all marketing communication channels are suitable for every target group. Marketer has to differentiate between the target groups and select the correct tools to be as effective as possible. An incorrect use of tools and their combinations may even result in damage to a company and its brand image. As can be seen in the figure 4 below for example students and children are more likely to react to viral and mobile marketing than seniors or state sector.

Figure 4 New trends in marketing communication and their suitability of application

Segment	Area of marketing communication					
	Guerilla marketing	Digital marketing	Viral marketing	Product placement	Mobile marketing	Traditional
Children		x	x	x	x	x
Students	x	x	x	x	x	
Scholars		x		x		
White collars	x	x	x	x	x	
Blue collars	x		x	x	x	x
Seniors						x
State sector		x				x

Source: (FREY, 2011)

3.2.4.1 Digital marketing

Digital marketing has become an inseparable part of marketing communications. Different technologies have evolved and for some market segments and target groups is this method more suitable than conventional advertising. It is an interactive marketing

campaign using the internet or services of mobile operators to promote a product or service. It includes all marketing communication which involves digital technologies. It includes on-line marketing, mobile marketing and social media.

3.2.4.2 Guerrilla marketing

Peter Frey (2011) mentions definition by Jay Conrad Leviinson according to which a guerrilla marketing is: “Unconventional marketing campaign designed to achieve maximum effect with minimal resources”. It uses non-traditional media and localities to target audience, which is harder to reach by traditional media. It increases the attention because it stands out compared to traditional. Guerrilla marketing can be in a form of sponsoring, logo placement on unusual places or communication of aggressive pricing. It aims to create buzz. This kind of marketing is often accompanied by very unusual or provocative slogan and noticeable visual setting

The three main steps as described by Frey (2011):

1. Strike at unexpected place
2. Focus on a precisely identified targets
3. Pullback immediately

To increase its effectiveness it is also often combined with viral marketing. Unusual placement and virality can also increase the negative reactions, but is usually unweighted by the positive. Media and public praise originality and boldness companies which tries something different.

3.2.4.3 Viral marketing

Viral marketing is the art of inducing the consumer to have told each other about your service or website (FREY, 2011). The goal of viral marketing is to influence the customer to spread the message, to pass the information to other people and therefore to exponentially grow. It has a passive or active form. The passive form uses only the good features of product or service itself. On the other hand the active approach specifically creates message to become viral. The marketer tries to influence public by attractive

delivery or form of the advertisement. If the message is creative, interesting and funny enough the audience will spread it by their own means. Originally it was spread only by word of mouth but with the rise of internet and social media it became much faster. Social media are the perfect platforms for viral marketing. Users can easily send and share the message by one click. A Successful message exponentially grows and can reach millions of people in days or even hours. (JANOUCHE, 2010)

3.2.4.4 Product placement

Product placement is deliberate and paid placement of branded product in the audio-visual work with the aim to promote it. This type of promotion enables to target specific audience. The product placed in such way is often simultaneously promoted in other types of promotion, advertisement. A company can also buy a licence to be able to use the film appearance, slogans and other audio-visual material in their own campaign to enhance the product visibility and recognition. Products can be incorporated directly into the plot in subtle manner that does not significantly impede the scene yet stays memorable. It enables companies to reach customers through their emotions, to support their image and brand, more precise targeting and connection of product with celebrities. It also provides creative way to promote the product and lower investment for realization of campaign. The product placement is not used only in films but in video games as well. (FREY, 2011)

The following key aspects needs to be considered before the application and realization of product placement.

- Pertinence of the placement in particular film, video game or a specific scene
- Evaluation of product presentation in the placement
- Memorability and association of the product
- Effect on audience
- Estimation of size of audience
- Additional product placement in supportive materials
- Future use of the placement materials
- The extent of product placement, the role in the film propagation etc.

The product placement is starting to develop as a supplement to traditional TV advertisement. Although it is difficult to measure its return it begins to increase its importance among marketing strategies, also because of its lower cost. Successful product placement has to be accompanied by synergic marketing communication mix.

3.2.4.5 Mobile marketing

Mobile marketing is very fast and interactive marketing tool, which began with emergence of mobile devices and operators. According to Frey (2011) mobile campaign reaches 15% response rate, which is approximately three times more than traditional propagation methods such as direct mail or telemarketing. Mobile marketing helps marketers to reduce acquisition costs by 20%. 90% of all mobile marketing texts is read by receivers and 23% forwarded to friends.

Different forms of mobile marketing (FREY, 2011):

- **Promotion stimulating purchase**- instant win and proof of purchase
- **Promotion supporting visit of retail stores**- mobile coupons
- **Brand-building activities**- games and applications
- **Viral marketing**- forwarding
- **Communication based on context**- coupons based on preferences and action
- **Database marketing**- linked with loyalty programs
- **Customer retention**- repetition of purchase, gathering of points, loyalty program
- **Marketing research**- analysis of customer by data accumulation

The main advantage of mobile marketing is its effectiveness. Another benefit is a fast preparation of the promotion, flexibility and personal approach. Mobile marketing supplements and amplifies the effect of traditional forms of marketing. It is also well measurable and its future use of its data for other campaigns. Mobile marketing also helps to increase brand awareness and overall loyalty of customers.

3.2.5 In-store communication

In-store communication is an inseparable part of marketing and it has a large influence on the consumer. If the communication is not adequate to the nature of the goods or services sold the customer might leave without a purchase. It includes all parts of in-store marketing such as presentation of the goods, environment as well as direct communication with sales personnel. It influences customer opinion and attitude towards the store and possibly even brand.

The advantage of in-store communication in comparison with other tools of the communication mix is direct contact between the company and the customer which might provide immediate feedback, and possibility of individualized communication and therefore to increase customer loyalty. Direct contact allows sellers to adjust communication to the needs of each individual customer, influence their decision and build trust and relationship. Other advantage is a short response time in case of problem occurrence. Communication with the company creates a specific added value for the customer, for which he is often willing to pay a higher price.

3.2.6 On-line communication

Internet as a communications platform in the last 20 years recorded a huge development in terms of both technology and in number of users and thus had a crucial influence on sales, marketing and worldwide communication. Internet offers easily accessible enormous amount of data in the form of multimedia content, enables very precise targeting and individualization of communication content and features easy application and measurability of results of marketing activities. Over time, as the Internet became an integral part of companies in all sectors.

Although on-line communication is a necessary for today's marketing activities it includes many different marketing tools which might not be suitable for everyone. It is based on direct communication and short response time. It differs from the traditional mainly in more relaxed manner of communication and faster spread especially of bad experiences or information. People also feel freer to leave negative comment online than in person. It is more difficult to look after and manage all channels and often requires daily attention.

3.2.7 Traditional communication

Traditional communication is the most basic communication tool. It includes mainly print, broadcast, direct mail and phone calls. It is based mainly on one-way communication to the customers. It presents clear and understandable promotional content and represents the brand directly to the consumers. It can represent only a brand as well as specific product or service. Traditional communication reaches usually very wide audience, but it does not provide a space for feedback or opinion of customers. It is focused only on delivering of prepared message; however its targeting is very difficult, in some cases almost impossible. It is also quite difficult to measure its impact and overall impression of audience.

4 Practical Part

The practical part focuses on description and analysis of marketing communication of the selected company. The impact of the communication on final customer is evaluated based on questionnaire. The author acquired 100 respondents among customers entering the store in time period between October 2016 and January 2017. Marketing research plays an essential role in marketing communication. It reflects the active interest of the customer. It enables customers to express their needs, wants opinions and judgements. It also helps to define and formulate problems and desired direction of communication strategy. Marketing research also helps to evaluate the marketing communication of the company as a whole.

The evaluation of the communication is based on questionnaire and store data. The down flaw of the questionnaire is its timing and sample size. Due to the fact that the questionnaire was taken several months after the main campaign the results concerning the campaign might not be as accurate as if it was taken right after or during the campaign. The main limitation of this evaluation is that it is not possible to determine the actual level of seasonality included in the store data.

4.1 Introduction of the company and their customers

Samsonite is one of the leading luggage brands in the world and is known especially for its quality and durable products. It was established in 1910 by Jesse Shwayder in Denver, USA. Its name was derived from a mythical figure Samson, which was known mainly for his strength. Samsonite is also one of the most innovative suitcase manufacturers using new materials, technologies and designs. Their products are not just durable and functional, but fashionable as well. Samsonite experienced a several major milestones through its history. (SAMSONITE, 2016)

1910- The Shwayder Brothers, the company's original founders, manufacture robust wooden trunks.

1955- Introduction of breakthrough products including Ultralite™, the first suitcase made of lightweight magnesium ABS.

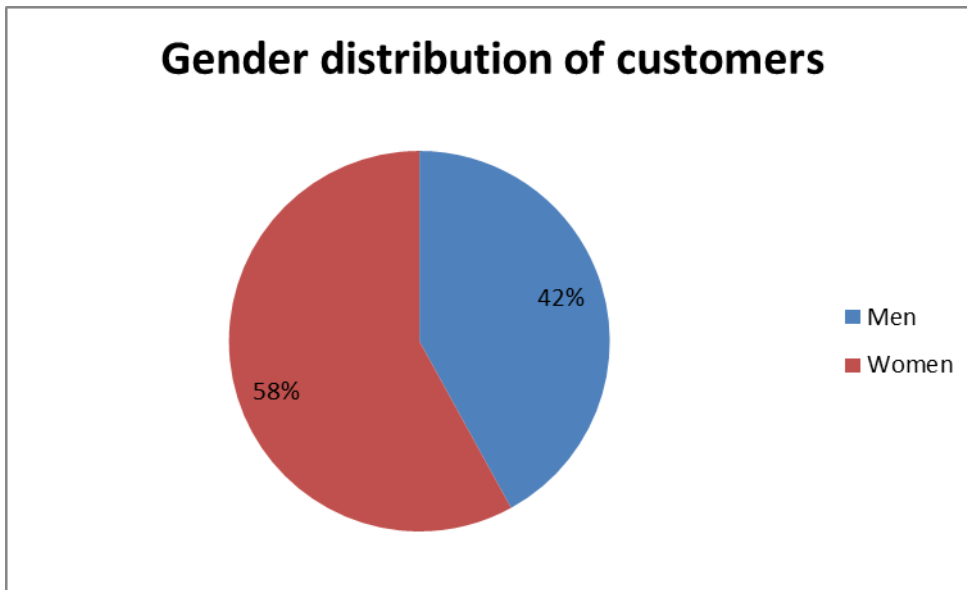
1972- The first Samsonite wheeled suitcase is created- revolution in travel comfort and convenience

1986- The first suitcase with three-point latching system called Oyster®.
1998- Xylem: Introduction of Samsonite's first aluminium product.
2002- Samsonite markets the four wheels Spinner® making travellers' lives easier.
2008- Launch of Samsonite the strongest and lightest Samsonite ever up till then, manufactured with new Curv® technology.
2014- Launch of Lite-Locked™, the first Samsonite suitcase combining Curv® technology and 3-point lock.

Although Samsonite offers wide range of different products in different price ranges, according to the corporate identity Samsonite brand is aimed mainly on middle-age, higher income group of people searching for quality products and services. Samsonite assortment mainly consists of different types of luggage, but also business bags, backpacks, ladies handbags and accessories. To cover more segments of customers and to increase its overall share on the market Samsonite acquired different brands as well. For example to attract younger customers Samsonite acquired American brand of luggage American Tourister. This brand has a completely different identity and image. It is very colourful and affordable in comparison to Samsonite.

To evaluate marketing communication it is necessary first of all to describe segmentation of their customers. It is important for marketing purposes to know who are the customers to better target advertisement, positioning and overall communication. As can be seen on the following graph created based on data provided by questionnaire the gender distribution of customers is quite balanced although the women customers slightly prevail. Although we can say that the brand is not gender oriented, the light dominance of women resulted in widening of assortment aimed at women such as handbags. This dominance of women also influences marketing decision. Women are usually more prone to be attracted by eye-catching advertisement and if the advertisement is attractive enough women are also willing to travel further to visit the store.

Figure 5 Gender distribution of customers

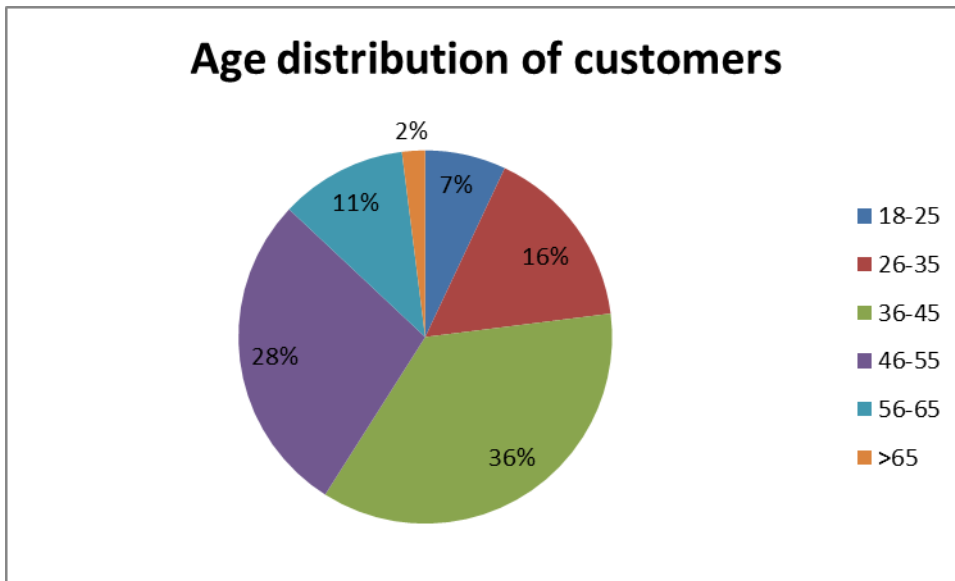


Source: Data based on questionnaire, own processing

The following graph shows the age distribution of Samsonite customers amongst respondents of the questionnaire. This graph is based on questionnaire, due to the size of sample it does not represent all customers and therefore might be slightly biased. However it shows that the largest proportion of customer is younger middle age to middle age as assumed by the corporate identity. It is the age when people are at peak of their productivity and career. This age group is perceived to have the highest proportion of higher income people. This gives the idea which marketing communication channels might be the most appropriate for the audience. In this case it is mainly traditional media such as print, broadcast or email.

The graph of age distribution also indicates age-groups which might be worth of paying attention and target in communication as well. In this case the possibly targeted group could be a younger group of adults 25-35 years old. These customers should be targeted by modern marketing tools such as social media. Although many products are quite expensive for younger age groups, raising interest of younger-age customers enables to build long-term relationships and future recognition.

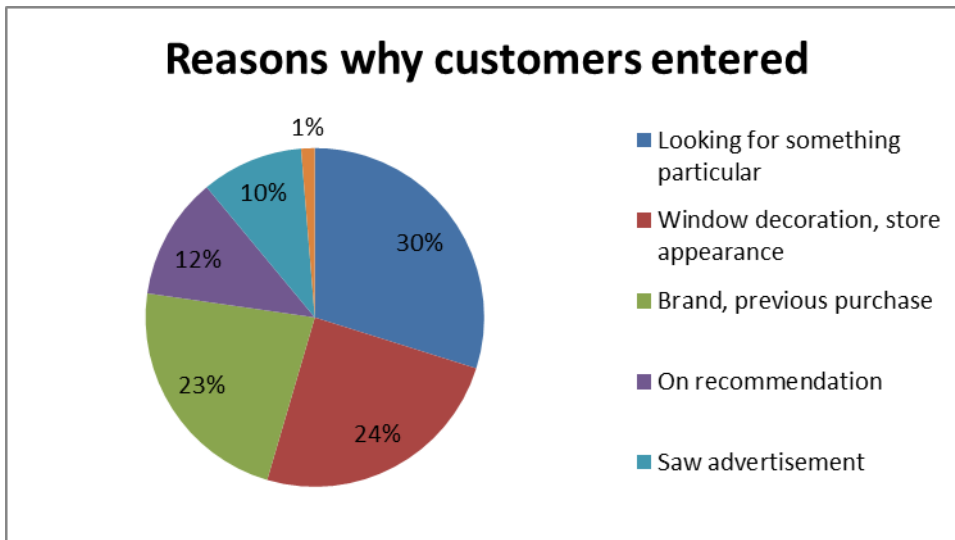
Figure 6 Age distribution of customers



Source: Data based on questionnaire, own processing

It is essential to know the reasons why customers visited the store. It can give a marketers idea if customers are drawn by sales communicated by different channels, on recommendation or previous experience, or just by an accident wandering through shopping centre. Returning to the store based on previous experience is a sign of well-established brand. On the figure 7 are displayed the reasons why customers visited the store. People who said they visited the store because of the brand also mentioned they previously bought a Samsonite and were satisfied with it as well. It corresponds with the presentation of the brand such as durable and reliable luggage manufacturer. The customers questioned in period before Christmas often mentioned more than one factor affecting their decision to enter the store. It this period they were most often attracted by window decoration and looking for something from the assortment. As there is a large proportion of people attracted by window decoration it is possible to say that the window display and overall store appearance is an important tool to attract new customers. The visual appearance is the first thing that can attract the customers or can result in overlooking and passing by without second glance. Windows should represent goods in clean and flattering manner and invite customers to enter. The store should be clear about its assortment and also its price positioning. Only 10% of respondents stated as the reason to enter the advertisement.

Figure 7 Reasons why customers entered



Source: Data based on questionnaire, own processing

4.1.1 In-store marketing and communication

Retail store communicates with the customer by a wide range of material manifestations. The customer opinion depends on where the store is situated, exterior and interior appearance and overall impression. Other factors which strongly influence communication are also its organizational aspects, such as staff, breadth and quality of assortment and store hours. Certain impression is also reached by current and past activities of the staff, whether it is cleaning, merchandising, further by shop windows and other decorations, or even by smell or a musical background.

The store which is evaluated is located in shopping centre Arkády Pankrác. It is young and popular shopping centre with a large representation of business area and continuous development in surrounding area. The shopping centre has an extensive marketing plan with the aim to attract more customers from catchment as well as other areas. The amount of offices and therefore the concentration of higher-income and business people is considered in terms of business and luxurious assortment orientation.

The Samsonite store in Arkády itself was opened in 2015 and therefore is quite new. It is cleaned on everyday basis and merchandising is done regularly to maintain good first impression even during periods of partial and temporary depletion of assortment, fluctuation of its availability or change in assortment. The store uses wide range of point of sale materials created by company headquarters in Belgium to attract customers and

illustrate the lifestyle features of products. Store also shows a video featuring different segments of the brand, aspects of Samsonite assortment and its nature directly in store.

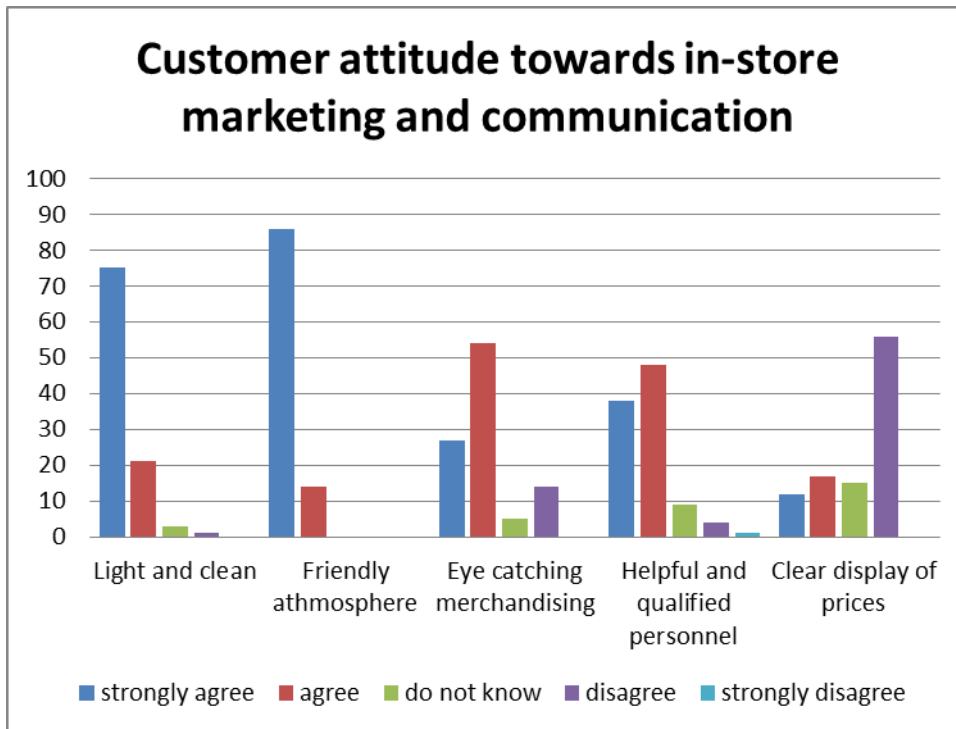
For customers is important the appearance and demeanour of the employees. It has to correspond with the nature of the store and brand and to be pleasant to the customers. Majority of the staff is in the store since its beginning and therefore it is well experienced and the employer is satisfied with them. Each employee has to go through intensive training concerning materials, product names and features as well as its quality testing. The employees has to have a high knowledge about products which they are selling otherwise they will not be able to advice the customers and find the right solution for them.

In- store marketing of Samsonite store in Arkády Pankrác is possible to evaluate by two main levels, visual appearance of the store and direct in-store communication. It is evaluated based on the author's observation and by customer attitude towards some aspects of in-store marketing and communication, based on questionnaire.

The store located in shopping centre Arkády Pankrác is quite new and therefore the first impression for customers as well as for the author is very nice. The store design uses white coloured tiles and furniture with a combination of metal and wooden aspects. The design of the store uses branded furniture and other components to highlight the brand personality and corporate identity. It tries to evoke a luxurious feeling and represent higher positioning of the brand.

First of all the questionnaire posed a question based on five point scale of agreement. According to customers, as can be seen on the following graph, the majority of customers perceive the store very light and clean. The store is not overcrowded and gives an impression of luxury and good quality. The lighting is sufficient to see every detail of products which are neatly displayed on the shelves. The customers mostly agree or strongly agree with the assumption of eye catching merchandising. Fourteen people disagreed with the statement. One question was also focused on visibility of hand tags and clear display of prices. In this aspect little over half of customers disagreed with the statement and few of them stated that the prices tags should be more visible to assess the price range of products more easily to evaluate if the customer is able to afford that particular product. On the contrary, 30 % of respondents consider the display of prices clear. One customer stated that the hand tags with prices turned down are more esthetical.

Figure 8 Customer attitude towards in-store marketing and communication



Source: Data based on questionnaire, own processing

Initial contact with the customer is primarily visual. Already at this point the seller can predict to possible assortment in which will be the customer interested and sometimes even whether a customer purchases for themselves or for someone else. Accommodative stance and friendly greeting can help the sales assistant to begin a conversation with the customer and influence their impression. Sales personnel are required to wear business-casual clothes to correspond with brand image. Due to the fact that staff has no uniform, visible branded tag pinned on the shirt of each sale assistant helps customers to recognize personnel more easily. As for the communication customers perceived a friendly atmosphere, which might be influenced by the fact that this questionnaire was taken on personal level, directly in- store. During such occasions customers might feel more valued than during an ordinary purchase.

Salesperson must be always willing to help and advice customers. They should also know all the advantages and disadvantages of products and be able to recommend the right product, depending on the specific situation and needs of the customer. Seller must always evoke confidence, and in no case should the customer feel forced to buy. Most of the

questioned customers agreed or strongly agreed with assumption of helpful and qualified personnel. They mentioned the staff helped them to find what they were looking for and helped them to pick the right solution tailored to their needs and wants as well as taking into account their financial possibilities. Customers also stated that they did not feel any pressure from the side of sales assistants to buy more expensive products. Nine customers were indifferent mainly because they refused the offer to help by sales assistant or they were not able to help them due to different idea or conception of product. On the other hand four customers disagreed and one even strongly disagreed. These disagreements were mostly caused by certain conflict either by already mentioned different ideas, which were not possible to fulfil within the assortment, or disagreements caused by different opinions on warranty complaints.

Although the brand does not offer very wide array of low-cost items, after the final decision about the purchase the sales assistant should offer an additional purchase in terms of appropriate supplement or special offer. This gives an opportunity to customers to purchase something they need or want, but were unaware the store sells it or did not realize they will need it in the future. It does not force customer to buy, but should open new options. Additional purchase might also result in higher customer satisfaction as well as increase in revenue. Only 20% of questioned customers stated that they were offered to buy additional items, than they originally came for.

4.1.2 On-line marketing and communication

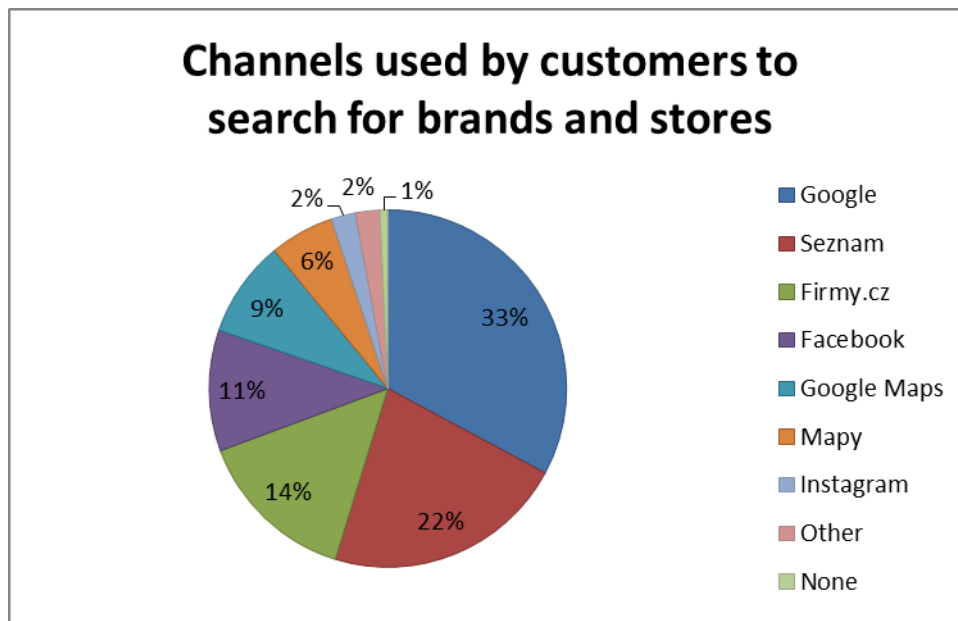
Online marketing and communication is very important in today's world. The presence on internet in terms of website and other channels is vital for acknowledgement of the company as modern and up-to date. Without presence on internet it is much more difficult to reach new customers and convince them to come.

The company is present on a few online platforms to increase their visibility on the internet and to promote their website. The on-line visibility is an inseparable part of on-line marketing. Currently there is a wide range of online marketing tools and companies may use different tools help to acquire different types of customers. By questioning the customers the effectiveness of different channels may be assessed and therefore altered to

affect the right spectrum of customers and define the gaps in on-line communication of the company.

To identify the right channels to promote the brand it is necessary to ask customers which channels, if any do they use to search for companies on the internet. Most customers stated they use mainly Google to search for companies, brands or stores. Older customers said that they use mainly seznam.cz a firmy.cz as basic search engine in Czech internet environment. Social media were used mainly by younger customers who seek more interaction and integration with the brand. Google maps and Mapy.cz were also often mentioned mainly in the context of directions or location of closest store. On the other hand only 1% of respondents do not search for stores on the internet. 2% of respondents mentioned other search engines as centrum.cz, volny.cz or yahoo.com. Yahoo was mentioned by respondent with a foreign nationality and is not largely used in Czech environment. Due to very low percentage none of these search engines is relevant to marketing communication strategy of the firm.

Figure 9 Channels used to search for brands and stores

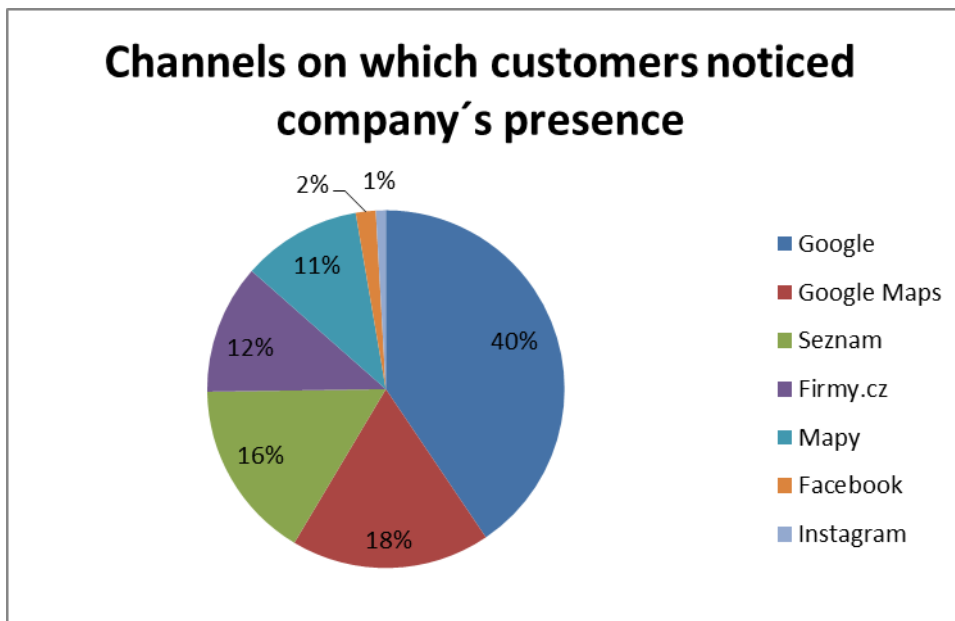


Source: Data based on questionnaire, own processing

The percentage share of customers, who have seen the company presence on internet, is approximately 19%. Most people noticed company presence on Google as represented on the following figure. Presence on all the mentioned channels was noticed

quite well except the two social media. From the people that have noticed company's presence on the internet the majority of them indicated that they continued to the website. It was 87% of respondents. They also mentioned that they consider website as main source of information on the internet.

Figure 10 Channels on which customers noticed company's presence



Source: Data based on questionnaire, own processing

4.1.2.1 Website

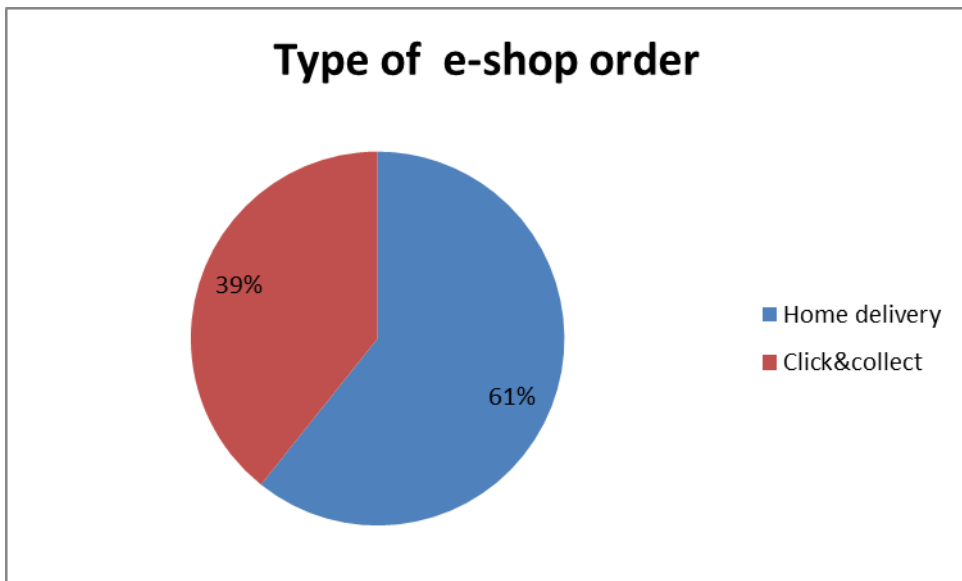
Was launched in May 2016 and as the official Samsonite website recognizes a great success, which might also signalize a gap in the market. Website is unnecessary tool in today's world, which increases company credibility and also provides easier reach of the company to the customers. The website was missing for several years which resulted in increased competition on the internet and therefore led to supposed loss of revenue.

The website offers special promotions and customisation features which is not possible to offer when purchased in store such as engraving. This features increase its attractiveness and therefore the amount customers. Website also helps to increase traffic in the shops, due to click & collect option. The click & collect means that the customer picks the goods online and collects it in store. This option is very attractive to customers, because they can look and touch the goods they are intending to buy and also to change their mind. This is very attractive feature, because although many customers prefer to see

the goods beforehand they order it through click & collect to make sure the selected goods will be available in the store. This also gives an opportunity to convince customer of additional purchase.

The figure below shows 61% of e-shop orders are delivered directly at home. On the other hand 36% of purchases were for click & collect which means approximately additional 100 customers in store per month, which is definitely beneficial for higher store identification. Not every customer left with the ordered good, but most of them did. From the ones that decided not to purchase originally selected item in most cases they at least picked something else from the assortment. There is an opportunity for additional sale and high chance that satisfied customers will return for advice and future purchase directly to the store. Down flaw are the cases which left the ordered goods at the store, even though most of them picked something else, the originally ordered good often deviate from the store assortment and therefore disrupt integrity and consistency of the range and often have to be sold on sale.

Figure 11 Type of e-shop order



Source: Internal company data, own processing

4.1.2.2 Facebook and Instagram

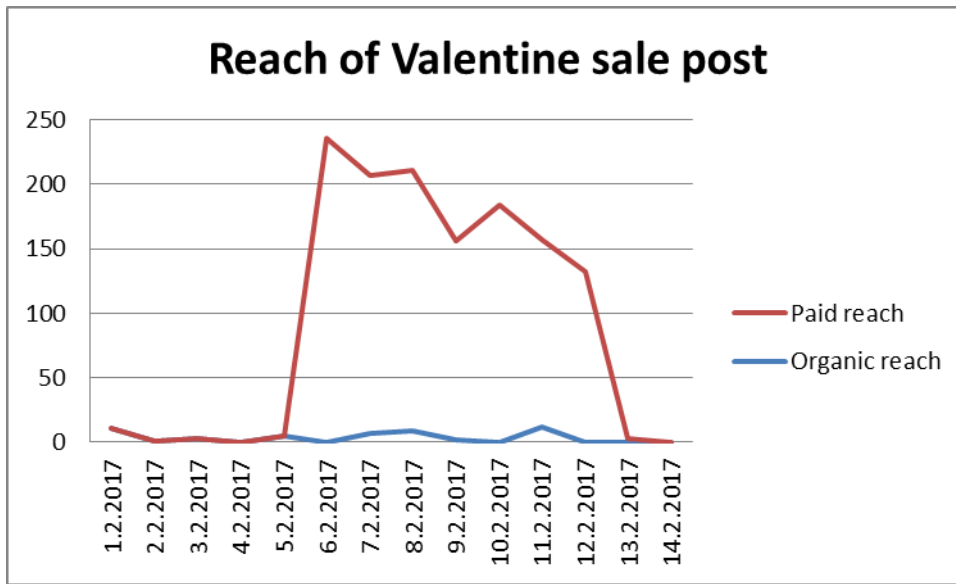
Participation in social media creates new opportunities. Its aim is to strengthen the brand, connect with customers, partners, but also brings new responsibilities for employees in its communication.

The company just started to develop their presence on social media in July 2016. Its success is not yet measurable; currently it is gathering the content in preparation of its greater promotion. The success of social media is not immediate, but requires lots of effort and attention. According to some social media marketers, the social media are the most successful after two or three years.

The content is very important part of social media presence and helps in acquisition of “page likes”. The company started to introduce new arrivals and promote seasonal discounts such as St. Nicolas or Valentine’s Day. Company also creates own informal pictures to be less corporate and more approachable for the audience. Facebook and Instagram are interlinked and provide similar content. Both platforms cooperate very well because of the 2010 acquisition of Instagram by Facebook. Promotional campaigns run on Facebook are simultaneously active on Instagram and draw from the same budget.

The Valentine sale offer 30% discount on wallets and handbags, which is the perfect gift for Valentine’s Day. It was posted February 1-14.2017, at the right time for Valentine’s Day. It was aimed on both men and women aged between 25 to 55 years, located in Prague and Bratislava. Bratislava was included, because of one store is located there as well. The targeted of interests of audience were fashion, handbags and travel. It was financially promoted between 6th and 12th February for 500 CZK and reached 1191 people in total. Although it reached quite large amount of people it acquired only 7 likes and 12 clicks on the post directly on Facebook. On the other hand on Instagram the same post acquired incredible 169 likes. On the following figure 12 is represented the comparison of paid to organic reach. Organic reach is a reach which is firstly presented to a group of page fans and based on their reaction is spread further without any paid promotion.

Figure 12 Reach of Valentine sale post



Source: Facebook Insights, own processing

The financially promoted posts have reached multiple times more people and acquired greater amount of likes. Cooperation between Facebook and Instagram is highly appreciated, because it is one less channel to worry about by marketing manager of the company. It spreads the budget according to its performance. An interesting factor of this promotion is the fact that in terms of likes, the promoted posts have recorded considerably greater success on Instagram than Facebook.

Each promotion is specifically targeted based on the nature of the actual promotion. Another promotion presenting children products and backpacks, during back to school period, was focused mainly on men and women aged 35-55 years from Prague to cover families possibly having school-age kids. The campaign was focused also on their interests which were in this case mainly family, toys, maternity, promotions, shopping centres, kids wear, and parental care. This post was in a form of short video and reached 7866 people of which 3918 were interested in this post. The total cost for this campaign on Facebook was only 250 CZK. When compared the two mentioned promotion it is explicit that video post received much more attention than only a sale.

With the rise of new media and communications tools of the new generation, the way people communicate both internally and externally changed. People are talking about the company on many different online platforms. To avoid potential problems or

misunderstandings, the content has to be in line with official brand identity and follow company's social media rules.

These are few main points of Samsonite official rules for communicating on social media:

1. Follow Samsonite Code of Conduct and other applicable policies.
2. Ethical and integrated representation. Speak truth, use real name and be clear about role within the company
3. If not Samsonite official representative, use disclaimer: "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Samsonite and its brands".
4. Do not reveal confidential information.
5. When confronted with a different opinion, stay cool. Express your points in a clear, logical way. Do not pick fights, and correct mistakes when needed.
6. Be respectful of all individuals, races, religions and cultures.

The measurement techniques on Facebook can provide valuable insight to the composition of audience, which might significantly differ from the usual customers because of the nature of the media. This helps to improve targeting of social media content as well as to adjust to nature of content itself. As mentioned before the results are not yet objectively measurable, because of very low amount of page likes, but right now it seems that their promotions on Facebook are most successful among women 25-35 years old.

4.1.2.3 Firmy.cz

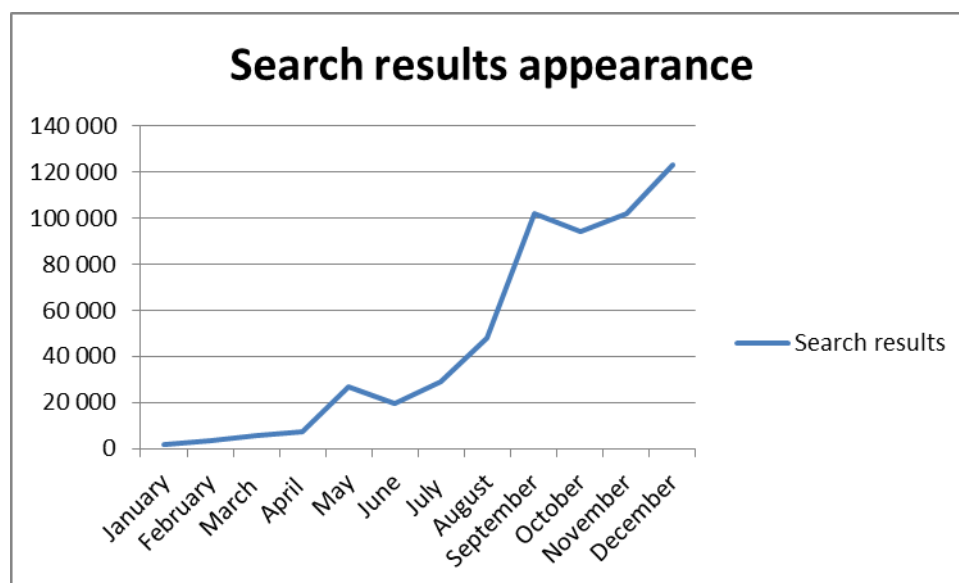
The profile on firmy.cz helps to the company to improve its ranking on seznam.cz search and enables appearance on Maps.cz. It enables to create a profile, which includes all necessary information about company, location, opening hours website and pictures. The ranking in search is based on auction. The company chose to bid on few different categories: sale of leather goods and sale of luggage. To keep 1-3 ranking the company pays 84 CZK per day for one store. To raise more interest of customers Samsonite also includes a feature which provides possibility to include a promotional content to the profile. Another useful feature of profile on firmy.cz are the statistics which provide a

valuable insight into the amount the profile was showed in search results, in which categories, what keywords were used to find the company, how many times people clicked to view the profile and how many people used link to the official website. The profile on firmy.cz also enables to post current promotion and therefore potentially attract more customers.

In 2016 the company profile was displayed 387 279 times in search results, 1885 times displayed in detail and 840 times click through to a company's website. The total price for paid ranking to achieve this results was 13 413 CZK.

The figure 13 below represents the development of appearance in search results. We can see its slower start, but after application of paid ranking in May its appearance rapidly increases, smaller gap in October followed again by increase in November.

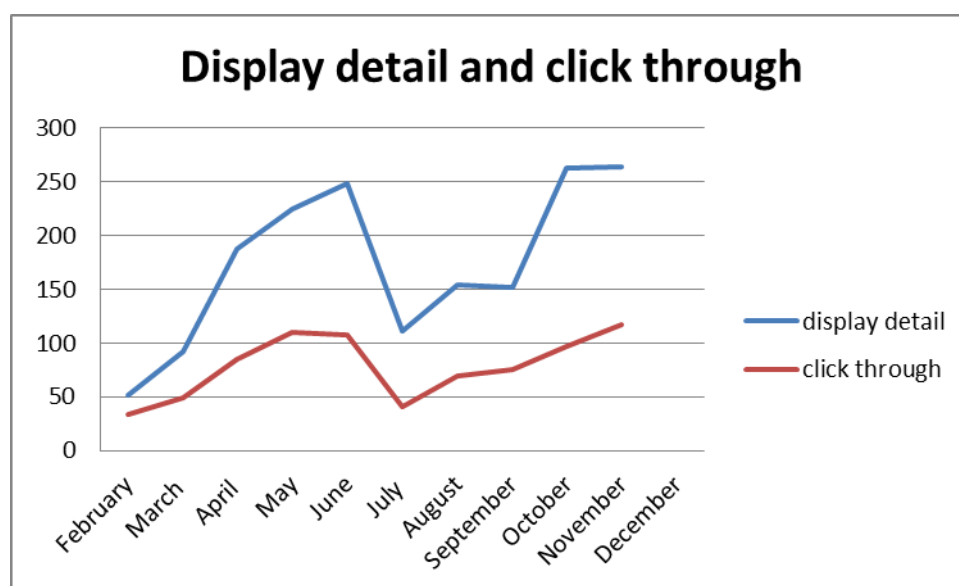
Figure 13 Search result appearance of company's profile on Firmy.cz



Source: Firmy.cz, own processing

The figure 14 below shows the development of display detail and click through rate. It shows how many times people clicked on the profile detail and used a link to the official website. There is big gap in summer months possibly caused by a lack of promotional content. There is again increase September and October caused by already mentioned addition of promotional content.

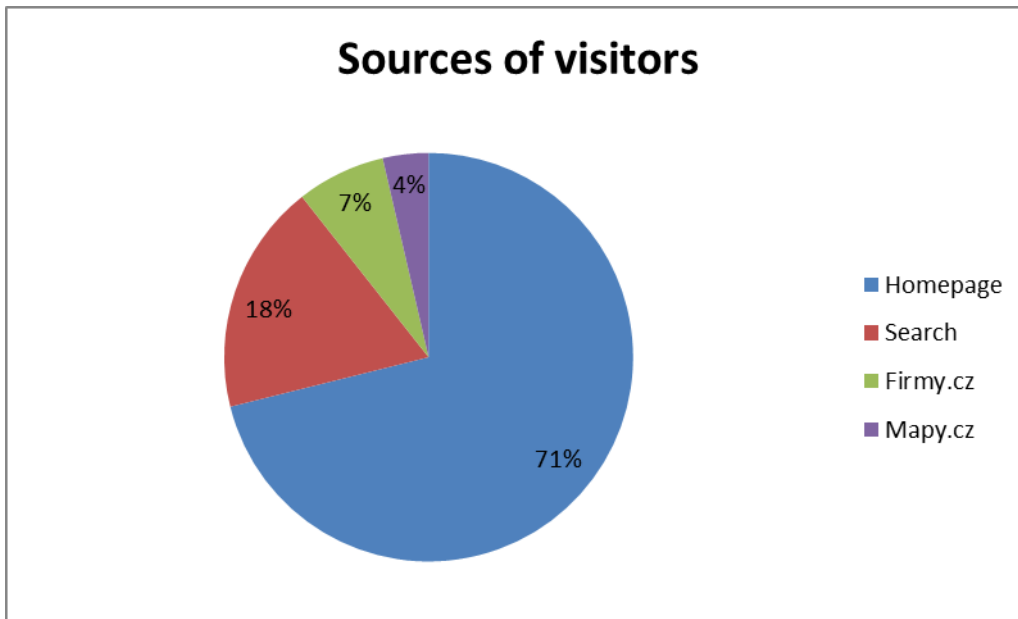
Figure 14 Display detail and click through of company's profile on Firmy.cz



Source: Firmy.cz, own work

Statistic of firmy.cz shows also the source of profile visitors. Which is important , because it tells the company if the potential customer looked directly for the company (Firmy.cz), the type of goods (Search), location (Mapy.cz) or displayed on Homepage (Seznam.cz) based on user preferences. The display on homepage represents 71% of source. It is due to the fact that display on homepage is automatic based on previous expressed interest, but the other sources require some action from the side of customers. See figure 15.

Figure 15 Sources of visitors on company's profile on Firmy.cz



Source: Firmy.cz, own processing

4.1.2.4 Google My Business

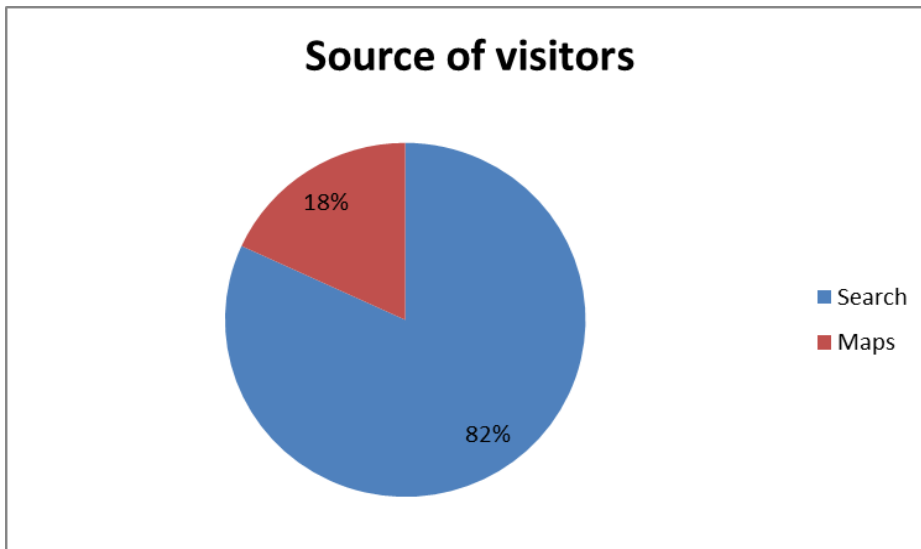
Google My Business enables appearance of the company in the search results on Google Search and Google Maps. As google is one of the most used search engines it is important to appear in its results. The company provides updated information and contacts for further customer satisfaction.

Google as well as other online media provide statistics to measure activity of the internet users towards company's profile. Statistics can be viewed for the last 7, 30 or 90 days. The most interesting statistics is probably the total number of views, division among sources of visitors and types of action (visit the site, find directions, call) and the amount of people who displayed uploaded images in comparison to similar companies.

The company profile was during October November and December found 7254 times. From that 622 people found it directly by search for its name.

On the figure 16 shows that the majority of people visit the company's profile through regular search. The regular search is more flexible and approachable because people do not have to search directly for the company, but also other key words. Maps are used when customer is already decided to visit the particular store to get direction, or find closest option.

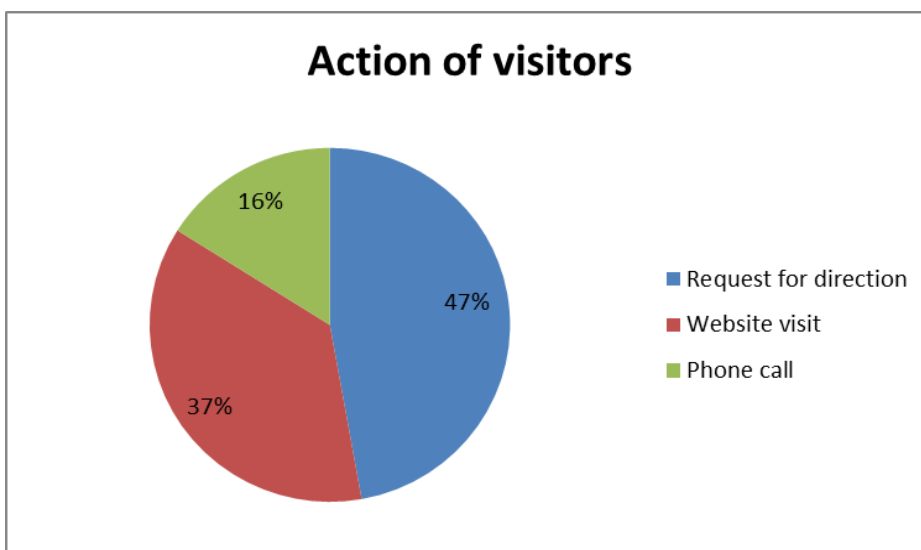
Figure 16 Sources of visitors on company's profile on Google My Business



Source: Internal company data (Google My Business), own processing

The action of visitors is very important because it shows what action the customer took and to which possible consequences. Customer action can determine the amount of people which went to website as well as directly in store. The figure 17 shows that the majority of visitors asked for direction which drives more traffic potentially directly to the store. Website is very important for customers and influences their decision to shop both on-line and directly in store. Phone calls are also important in terms of customer care, their loyalty and trust.

Figure 17 Type of action of visitors on company's profile on Google My Business



Source: Google My Business, own processing

4.1.3 Traditional marketing

The motto of 2016 summer campaign was “For Life in Motion”. This impactful motto encourages consumers to travel. It promotes travel with functional luggage, which will diminish the obstacles and enables comfort travel. The current trend is also to carry as small luggage as possible to ensure mobility when travelling.

The aim was to make the campaign as impactful as possible by implementation of many different tools together at the same time. The campaign was promoted by TV spot, many different posters in relevant shopping centres, by hostesses in these centres handing promotional leaflets and also by some online marketing on shopping centres’ social media and websites.

The campaign was launched on the beginning of summer, because it is one of the peak moments of overall sales with the highest number of people having intention to buy luggage. It is the moment when people are starting to prepare to travel mainly for summer holidays. The campaign started May 30, 2016 by Hostess promotion.

Hostesses in shopping centres started to hand out leaflets on May 30, 2016. They were in a group of two dressed as elegant flight attendants pulling a suitcase to promote the essential aspect of the brand. In Prague, they were present in three shopping centres.

Figure 18 Hostess timetable May-July 2016

Center	Number of days	The number of leaflets	Mo	Tu	We	Fr	Sa	Su	Tu	We	Th	Fr	St	Th	Mo	Th	We
			30.5	31.5	1.6	3.6	4.6	5.6	7.6	8.6	9.6	24.6	25.6	26.6.	27.6.	28.6.	29.6.
Arkády	3	7000	2	2	2												
Flora	3	3000							2	2	2						
FAOC	6	3000				2	2	2							2	2	2
Total	12																

Source: Internal company data, own processing

During two weeks hostesses handed out approximately 80% of all printed leaflets. The leaflets were valid until end of August to track its return more easily. In total 172 people came in to the store with the leaflet and made a purchase.

The TV spots were show on two main public television ČT1 and ČT2. The commercials were related to the show oriented on travel. It was presented 34 times during June and July. They were mainly before and after News or shows focused on travelling. It

was aimed at higher income, higher intelligence and middle aged group of people looking for good quality luggage to last either for leisure travelling but also business trips. The commercial did not use any lifestyle story, but aimed to be as straightforward as possible by using only a spinning suitcase used as a main campaign visual.

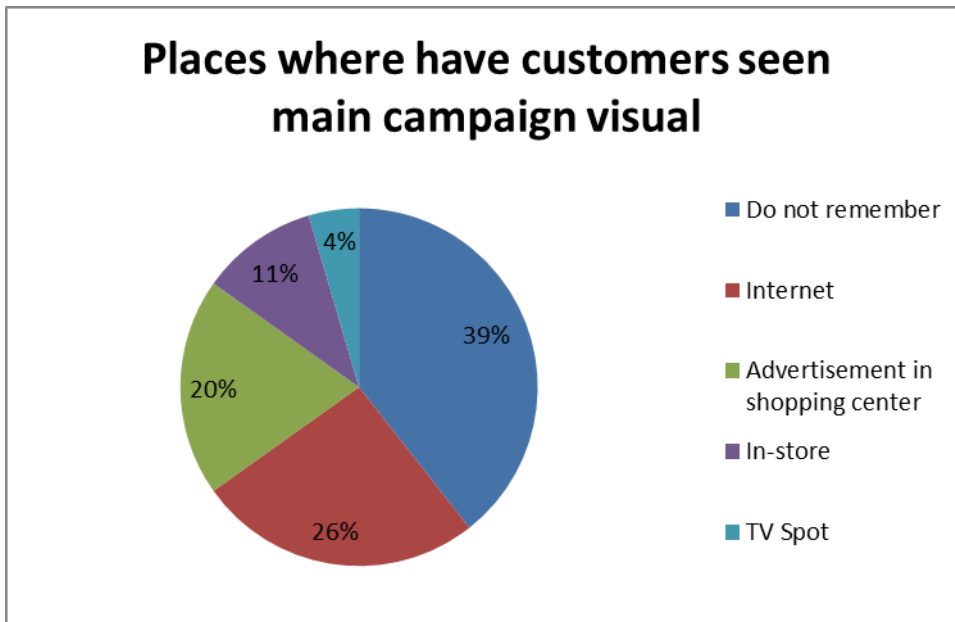
Figure 19 TV Spot timetable June-July 2016

Show		Length	Total number	We	Thu	Mo	Tue	We	Thu	We	Thu	Mo	We	Thu	Thu	We	We
				1.6	2.6	6.6	7.6	8.6	9.6	15.6	16.6	20.6	22.6	23.6	30.6	6.7	13.7
ČT1	Cestománie MO-THU 16:45	2x10s	10	2		2						2	2		2		
	Události MO-SUN 18:55	1x10s	2			1	1										
ČT2	Kamera na cestách WE 20:00	2x10s	10	2						2			2			2	2
	Na Cestě WE 21:00	2x10s	2					2									
	Cestománie THU 21:00	2x10s	10		2				2		2			2	2		
Total			34														

Source: Internal company data, own processing

To evaluate the impact of traditional marketing communication first of all customers were shown a picture of main campaign visual and were asked if they deem the visual familiar. 63% of customers answered they have seen the visual before, but for some of them it was only vaguely familiar. As can be seen on the graph below customers have seen the particular visual most often in shopping centre or on not specified internet location, however majority of respondents does not remember where they noticed this visual. The same visual was used in the TV Spot and was not very largely recognized by respondents. Only 3 respondents stated they have seen the TV Spot. Some people indicated that they have seen the visual in more than one place.

Figure 20 Places where have customers seen main campaign visual



Source: Questionnaire, own processing

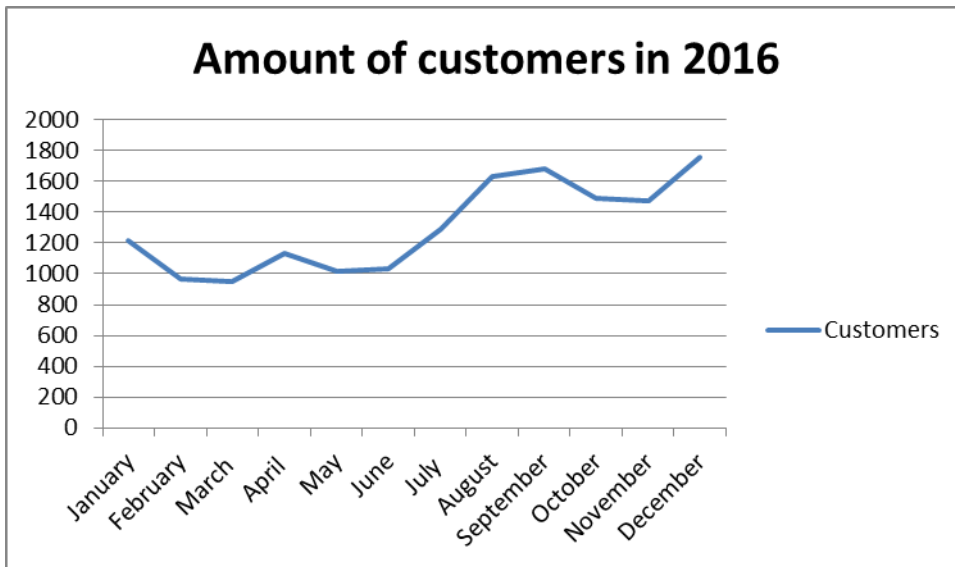
4.1.4 Store data

The store data helps to further evaluate the impact of the marketing communication activities described above. It is evaluated based of amount of customers, transactions and pcs sold as well as revenue.

All presented data cover January to December 2016 and provide an insight to the actual company performance in relation to marketing communication as well as sales.

As can be seen on the graph below the amount of customers started to increase in June after the launch of summer campaign. It peaked on the beginning of September, when the campaign ended it again lowered. It began to rise on the beginning of Christmas period and the Christmas promotions. This reflects the positive effect of promotions but does not exclude possible seasonality.

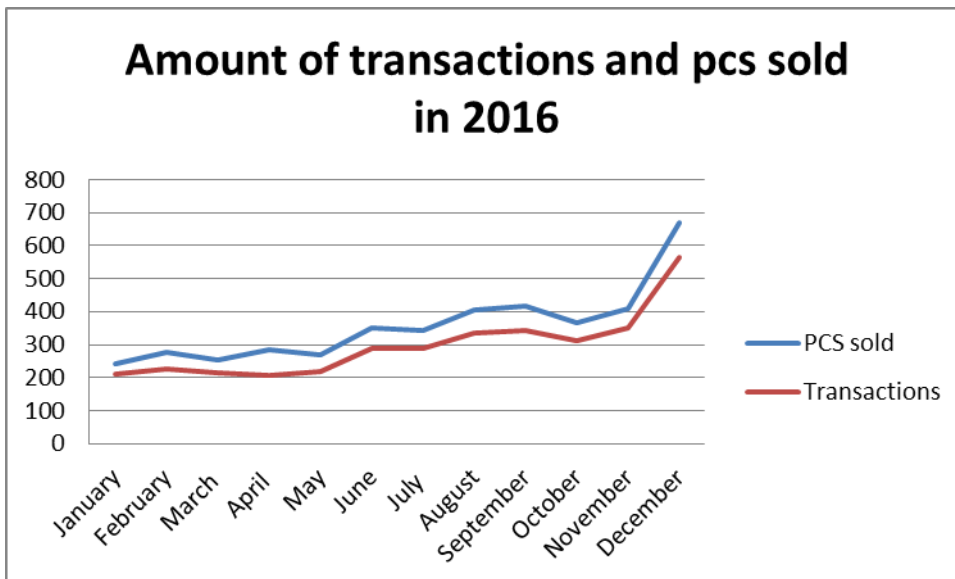
Figure 21 Amount of customers in 2016



Source: Internal company data, own processing

Similar case occurs with the amount of transactions and pieces sold, but here we can see much slower development except for the Christmas period. The sudden increase is due to Christmas shopping fever and promotion. We can see that pieces sold are almost parallel with the transaction which means that on every transaction there is only about one product. To be specific it is 1,2 product per transaction.

Figure 22 Amount of transaction and pcs sold in 2016



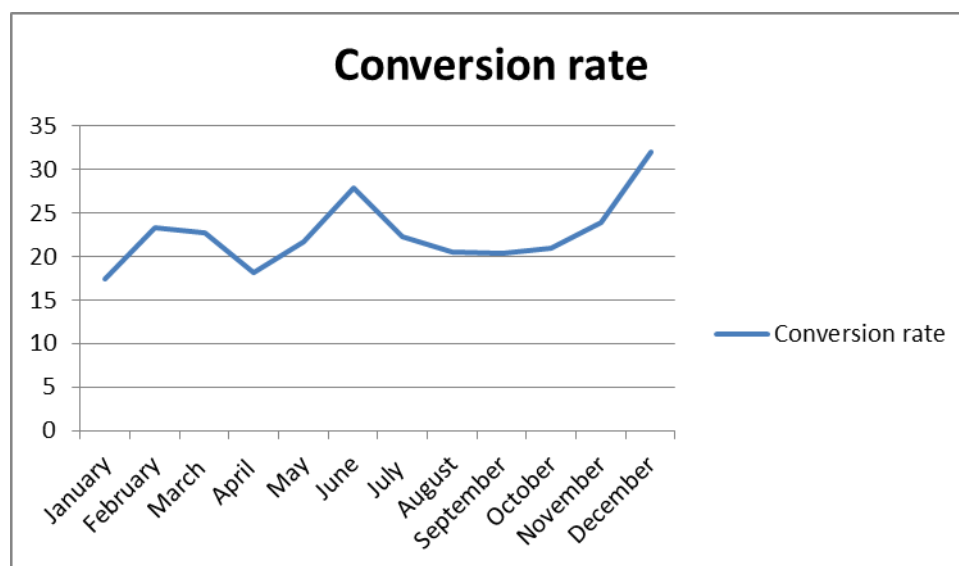
Source: Internal company data, own processing

The graph above shows a slight improvement of amount of products per transaction in April which was caused by introduction of financial incentive to employees offered by management. The incentive has been implemented in the form of competition among the stores, and the store with highest change won a financial award. The percentage change was calculated against average during the first three months of 2016. The competition was won by store in Arkády Pankrác with percentage change increase 0,21 piece per transaction.

A very interesting indicator is a conversion rate of customers. It represents the percentage share of customers entering to the store and actually making a purchase. It displays opposite development to the amount of customers. During peak periods with highest number of customers there is decrease in conversion rate. The average conversion rate is 21%.

Calculation: $\text{number of transactions} / \text{number of customers} * 100$

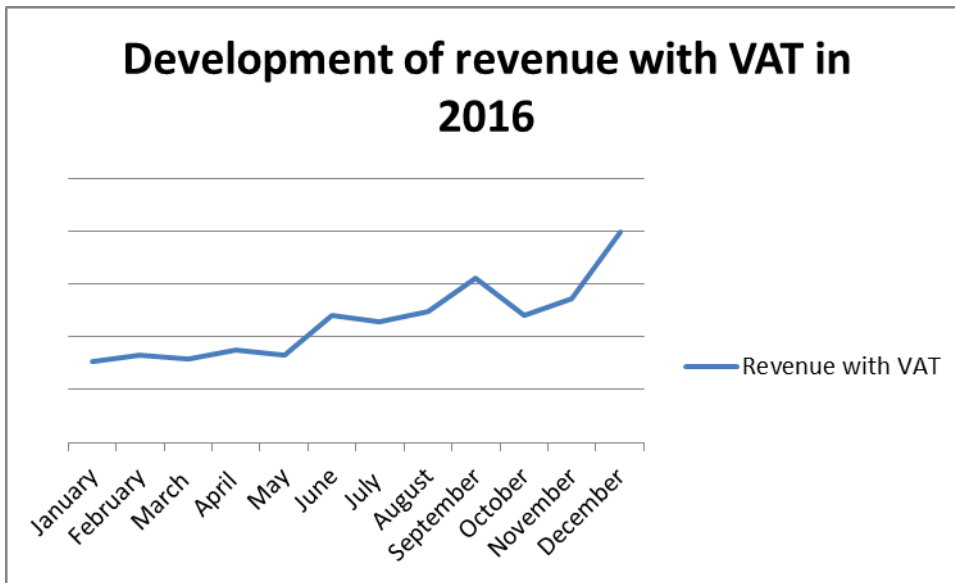
Figure 23 Conversion rate



Source: Internal company data, own processing

As for the development of revenue there is a similar development as the development of customers. It started to increase in June, peaked in September and December. The author did not display the actual revenue in CZK, because it is confidential information and has only supportive, illustrative role in this thesis.

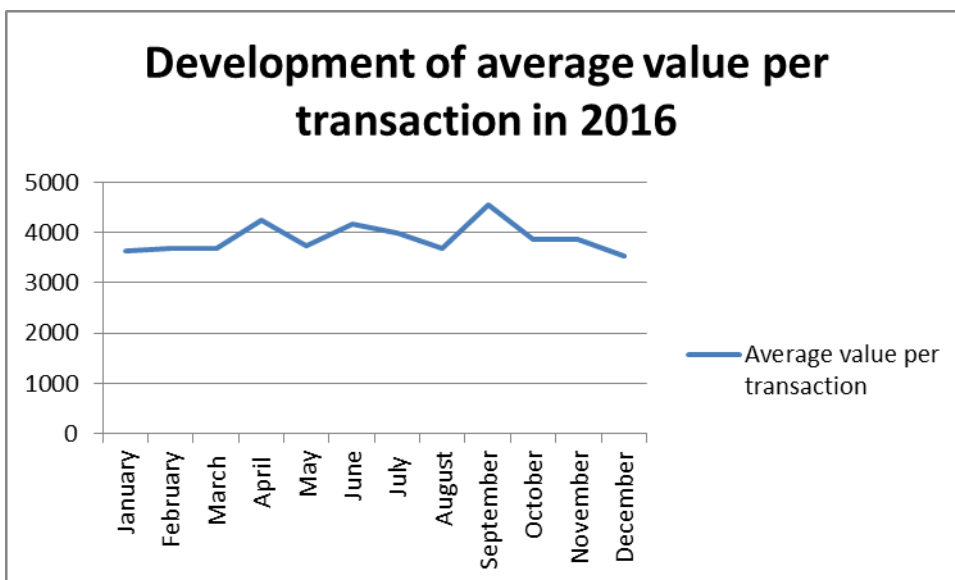
Figure 24 Development of revenue with VAT in 2016



Source: Internal company data, own processing

Although the development of revenue as well as transactions and amount of pieces sold corresponds with marketing activities of the company the average value per transaction does not seem very highly dependent on them. It fluctuates between 3500 and 4500 CZK per transaction. Very interesting is for example Christmas period in which the value per transaction significantly dropped. On the other hand all other factors recorder significant increase.

Figure 25 Development of average value per transaction in 2016



Source: Internal company data, own processing

4.2 SWOT analysis

To comprehensibly assemble and analyse acquired data SWOT analysis was created. The acronym states for strengths, weaknesses, possibilities and threats. The strengths and weaknesses consist of internal factors and opportunities and threats of external factors. It helps to clearly identify issues coming from inside of the company as well as external environment. After the firm overcomes its weaknesses opportunities might provide it an idea of future direction and its threats. The analysis is based on data evaluated above, which emerged from questionnaire, in-store data as well as personal knowledge of the company.

Figure 26 SWOT analysis

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Quality promotional materials • Good quality product • Qualified personnel • Personal approach • Friendly atmosphere • Customer service • Fast communication • In-store service • After sale service • Official website 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Low budget for marketing • Small number of stores • Lack of HR (decreased activity on social media etc.) • Low conversion of items per purchase • Weak social media presence • Complexity of campaign (low impact)
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Increasing awareness and brand recognition through other social media • Providing a value added for fans to come back • Focus on younger age groups • Market expansion • Implement other marketing techniques to attract new customers 	<p>THREATS</p> <ul style="list-style-type: none"> • Competing brands implementing the same media • Fast development of new media • Difficulties to keep up to date with all media • Changing user preferences • Limited audience possibilities (language, geographic boundaries)

Source: own processing

5 Results and Discussion

The marketing communication of Samsonite store was evaluated positively in most aspects considered. First part focused on in-store marketing and customer opinions on certain aspects of the store and sales assistants. Second part concerned on-line marketing specifically website, social media and search engine platforms. Third part focused on more traditional media and its implementation during the main campaign.

5.1 General information and opinions of customers

The main proportion of customers is 36-55 years old and therefore it is necessary to use more traditional marketing channels. These customers are willing to pay higher price for higher quality products and performance. They come into contact with mainly email, print and broadcast. In terms of gender distribution women slightly prevail which needs to be considered in future marketing strategies.

This thesis also researched reasons why did customers enter the store. It is important because of company's marketing focus and marketing mix. The reason depends on season as well as gender of customers as already implied. Men mostly entered the store because of some particular product. On the other hand women more often entered based on window decoration and general store appearance. During the Christmas period increased the amount of so called "window shopping" also among men. The general knowledge of the brand also largely influenced their decision to come.

5.2 In-store communication

In store marketing was evaluated well by customers as well as the author. Very important factor which customers perceived positively is friendly atmosphere and personalized approach of sales assistants. Respondents mostly agreed and strongly agreed with the statement about helpful and qualified personnel. Overall appearance of the store as well as actual merchandising of product was mostly pleasant to customers. The disagreement with the statement of eye catching merchandising might stem from different tastes of our customers and not very colourful merchandise. Customers were also mostly satisfied with sales personnel performance in terms of their professionalism, knowledge and

help. Some disagreement was expressed due to a problem with warranty complaint. Some customers perceived problem in price display due to the fact that price tags are usually turned price side down. It concerns mainly company's merchandising guidelines and overall impression of the store and therefore it is not likely to be changed.

However only 20% respondents stated they were asked if they want to purchase some additional items, than they originally came for. This is the main issue concerning in-store communication and was mentioned also in a chapter analysing store data.

5.3 On-line communication

First of all, the thesis tried to determine the most important channels for on-line communication to evaluate its necessity of development. In this area the questioned people did not mention any new channels which would need to be implement therefore it seems the on-line marketing mix is sufficient. On the other hand only 19% of respondents have noticed company presence on the internet. It is not very large percentage, but still considered as success due to the recent and continuous development of its on-line presence. Online marketing communication of the company is not yet quite developed. It was also due to the nonexistence of official website which would operate as a landing page for other marketing activities. Website is a main pillar of on-line communication. The introduction of official website with click& collect option represents a great improvement for on-line marketing and its application. Click & collect also draws a significant amount of traffic directly to the store. The percentage share of click& collect is 31% of all online purchases and brings approximately additional 100 customers to the store per month.

The company was noticed by respondents mostly during search on Google and Seznam, which presents its importance and necessity among communication channels.

The company has store profiles on both Seznam and Google platforms to reach customer during their search on these two most important search engines. It provides basic information about the store, its location, opening hours and contacts. It is interlinked with exact location on maps provided by both platforms and also contains a link to a website. The store can be search by its name as well as keywords. To easily evaluate their performance has own analytical tools.

The profile on Firmy.cz supported by paid ranking was 387 279 times displayed in search results and 1885 times its detail. It is a basic source of information for customers

and also leads customers to the website. In total 840 people clicked through to a website. It is a great result for quite small budget. Most people came to the profile thanks to its appearance on Seznam homepage.

Profile on Google my business is not currently financially supported. In three months the profile was found by 7254 people of which 622 searched for the store name directly. It shows quite good brand recognition and customer fondness for this brand. Most of the views came directly from search. An important aspect of analytics on google my business are the action of visitors. 47% people asked for direction which shows an intention to actually visit the store. 37% people visited the website. Phone calls are requested mainly because of customer service.

Social media are not very well managed by company representatives due to the lack of human resources and slow acquisition of page likes. The company tried to introduce several posts, but didn't reach very good results. In an attempt to improve the results two posts were financially promoted by paid advertisement which resulted in much higher reach. Although Instagram is mainly supplementary social media interlinked with marketing activities on Facebook it acquired much greater success in terms of the mentioned paid Facebook campaign. In terms of Valentine sale promotion it acquired 169 post likes compared to only 7 directly on Facebook. It might be due to the fact that Instagram users are more prone to give a "like", than Facebook users. Currently Facebook users usually give less "likes" than they used to in the past. It might be because many users have large proportion of Facebook friends from family or work. Currently the Facebook users are more focused on what people think, than what they actually like. They do not "like" any ordinary promotions. It has to be different, "cool".

The type of content posted on social media plays a significant role in page like acquisition and overall campaign success. After the comparison of two mentioned promoted posts it is apparent that video post received much more attention than simply a picture and therefore should be implemented in the future marketing activities on higher scale.

5.4 Traditional communication

Traditional communication is very difficult to evaluate due to the lack of feedback from its audience. The questionnaire addresses small segment of customers, but its feedback is immediate, its main limitation in case of traditional communication is its timing. This questionnaire was taken several months after the main campaign and therefore was largely forgotten. Most respondents have not seen the main campaign visual, which might be also a due to low penetration of the advertisement. Even the respondents which stated the have seen the visual mostly did not remember where.

During hostess promotion in shopping centres approximately 5600 leaflets were handed out and 172 people came to the store with the leaflet and made purchase. It is not very high return considering the amounts of leaflets given away, but still pays of considering the costs and value of average purchase. It increased brand awareness and recognition. The hostesses dressed as flight attendants definitely raised attention. This campaign is an interesting and affordable way of promotion.

The TV spot was aired 34 times during June and July 2016, but is very difficult to measure its impact. Only 4% of respondents claimed to see the TV Spot in the summer. It is again because of the period between the TV Spot and Questionnaire was too long as well as its appearance was not very dense.

Only 10% of respondents stated as the reason to enter the advertisement. This is also probably due to the fact there was no larger campaign running during the period of questioning.

5.5 Store data

This is the first year the company started to record the amount of customers, number of transactions and number of pieces per transaction in each of their stores. Although has to be taken into account that the seasonality of data is not excluded, almost all measured data recorded their development fluctuating in line with application of main campaign and Christmas promotions.

The amount of customer was periodically increasing in line with introduction of marketing campaign, which signalizes a positive impact on customers. In terms of amount of customers attracted to the store the campaign was quite successful

The average amount of pieces sold per transactions shows very poor results only 1.2 pieces per transaction. It was slightly improved after introduction of financial incentive for staff in the form of competition among stores. However the improvement was only temporary. This result is not a surprise due to the nature and prices range of products offered. The suitcases are very specific segment of products. They are not bought based on changes in fashion or seasons. They are usually bought to last large periods of time. Although Samsonite does not offer very large range of lower price products suitable for additional purchase sales assistant should always offer some additional items such as umbrella, wallet or travel accessories.

The conversion rate has an opposite effect to the development of customers. It decreases with the rise of number of customers and increases when customers decrease. This effect can be explained by main reason of people coming to store, which is looking for particular product as well as price level and lack of small items suitable for impulse buy. Although people are attracted to the store by advertisement not everybody will make a purchase. People who come on their own more often come decided to buy. Average conversion is about 21% which is a very good result. It means that from every 100 customers entering the store 21 of them makes a purchase.

Although the average revenue with VAT is in line with the amount of customers and introduction of company's marketing activities and significantly increases in December the value per transaction in this period significantly drops. Drop in Christmas period results from the Christmas shopping. Although people buy more items per transaction the items are of lesser value. The overall development of value per transaction does not quite correspond with the introduction of promotional content and other activities, but its average is quite high. It is also linked to the problem with small number of pieces per transaction.

However the acquired data is not possible to evaluate in terms of improvement of marketing communication strategy, because there is no other year with which it could be compared. More precise analysis of this data should be done next year, because 2016 will play a role of a base year for comparison.

6 Conclusion

First part of the thesis focuses on literature research, dealing with different aspects of marketing communications. It provides a base and background for the practical part of the thesis.

Practical part firstly describes the company and its marketing communication channels and activities. To analyse an impact on customers there was conducted a research on current marketing communications of the company and its evaluation. First of all a questionnaire is carried out to evaluate impact of company's marketing communications on the customers. First part of questionnaire focuses on respondents' general information and opinions. Respondents answer questions such as gender, age and the reason why they entered the store. Second part focuses mainly on in-store communication. It concentrates mainly on general impression of the store and performance of sales assistants. The next part of the questionnaire enquires on preferences of communication channels to search for brands and stores and customer recognition of the brand on such channels. It helps with the identification of the right mix of communication channels. Last part aims to evaluate the impact of traditional media campaign on customers by presenting a main campaign visual for recognition.

This questionnaire is followed by synthesis, processing and evaluation of results, analysis of marketing communications and identification of its flaws. It was analysed also based on direct in-store data, internal company data and analytical tools of on-line communication channels. The evaluation was summarized to identify the issues of company's marketing communication by SWOT analysis. It further provides recommendations for its improvement, which are described in the last chapter.

Although the company's marketing communication was evaluated quite well each described type has its flaws which need to be addressed. In terms of in-store communication the employees should increase effort in offering additional products to increase amount of pieces per transaction. The on-line communication needs to focus on maintenance and effort invested into social media and other channels to increase amount of its fans. It is necessary to acquire fan base for future promotion and therefore the extension of organic reach. The social media should increase traffic to a website and develop relationships with customers. It also increases brand loyalty and trust. Concerning

traditional marketing communication, company should increase its effort to evaluate the effectivity of its activities.

The main drawback in Samsonite's marketing communications is the low budget for marketing and also absence of clearly formulated communication objectives and its communication tools. The formulation of objectives could result in the improvement of evaluation of company's communication campaigns and therefore to increase its effectiveness. Low budget results in lower penetration and has to be carefully spread to reach the highest impact as possible.

The marketing communication of Samsonite in the Czech Republic is not perfect but the author can see its potential in strong positioning on the market and overall brand perception built up worldwide during the last century. It also provides quality goods and services, which is an important value added for customers. Samsonite is an iconic brand of luggage known for its quality and durability and is recognized by customers all over the world.

Unfortunately, the results of marketing research can never be completely reliable, especially when it comes to a questionnaire. To a large extent, the answers depend on current mood and situations of respondents. However it shows tendency and direction and helps to identify problems and areas for improvement. The data has to be looked at as an indicator not a reality. Customers are not always completely honest when asked directly. Because this questionnaire was taken face-to-face the actual opinions might differ. These results are most likely better than if the questionnaire was anonymous. Decisions based on these results must be applied objectively and should rely on common sense, previous experience and evaluation of all other factors. The results should play a role of mainly supportive, underlying material.

7 Recommendation

Based on all acquired result the author presents few recommendations to improve the company's communication, brand visibility and recognition and potentially increase revenue. These recommendations are based on the evaluation of all acquired data and information attained during writing of this thesis.

In the future the company should focus on a more systematic approach to the management of its marketing activities, including marketing communications and evaluation of its effectiveness. Implementation of communication campaigns should be preceded by clarification of marketing plan and the resulting communication objectives. These objectives should take into account long-term objectives of the company, as well as the current market situation. They should be formulated clearly and specifically, so that it is possible to achieve control and therefore to evaluate the effectiveness of the campaign and the tools used. The results can then be used to prepare other even more successful campaigns. It helps to improve successful activities and change those, which does not achieve the desired results. This helps marketers to avoid wasting time and resources on something that does not work.

Due to the fact that women are more prone to impulse buy and also more influenced by advertising it is suitable to use slightly more women oriented advertisement. Women are also willing to overcome longer distance to reach attractive offer or product.

An opportunity withstands in consideration of targeting quite highly represented age group of customers 26-35 years old. Whereas the customers are unstoppably aging, it might be a great opportunity to acquire and retain customers from younger age, build relationships and long-term loyalty. Although the acquisition of younger group of people is not a main marketing communication objective it might lead to progressive customer acquisition. The younger group should be targeted using new media such as social media.

For the future development of the marketing communication is necessary additional development of social media marketing as it is becoming an important tool for communication with customers on more personalized level. Social media will help to acquire and retain customer from younger age, by interesting content and personal and friendly approach. Creation of unique content and special advantages for social media users will drive traffic either to website or directly in store. On the contrary of general

belief social media are not solely focused on younger generations anymore due to the aging of its users and increasing popularity of such media. It is necessary to improve communication on social media, because it has been overlooked. It is important to financially promote more posts to gather likes and fans. It cannot be done without investment of significant amount of time and everyday attention. To increase the attention on social media, company should use more videos as they have shown to be more popular and interesting to customers. Due to the time consuming nature of video creation the company should try to promote Samsonite official videos as well as own videos presenting newest offer.

The Social media communication should also be tested for return on investment for example by special vouchers or sales specially created for social media.

Google increases its significance among search engines even in Czech Republic therefore should be regularly updated and promoted. The financial promotion Firmy.cz seems to draw a lot of attention to the company profile therefore should be implemented on Google My Business as well.

In the light of increasing number of original stores would also recommend consideration of own V.I.P. program which would increase the loyalty of customers as well as possibility for accumulation of database for future email marketing through newsletters. It could also improve the position of the brand against competitors.

Not all the relevant information of marketing communication can be found out by one research. The cooperation with researches should be long-term and continual to evaluate every aspect of customers and their needs, wants and opinions. Findings of each marketing research should result in improved marketing communication and repeatedly tested by new research to assure its effectiveness. It might focus on smaller segments of marketing communication to simplify the acquisition of respondents and also data interpretation.

If the brand follows the recommendation and its current trend it will strengthen its position and increase its share on the market and also increase its sales.

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10 Appendix

10.1 Questionnaire

1) Gender

- a) Male
- b) Female

2) Age

- a) 18-25
- b) 26-35
- c) 36-45
- d) 46-55
- e) 56-65
- f) other

3) Why did you come to this store?

- a) Because of the brand, previous purchase
- b) Attracted by window decoration or store appearance
- c) Looking for something particular (suitcase, handbag, wallet, backpack etc.)
- d) On recommendation
- e) Saw advertisement
- f) Other.....

4) Which of the following channels do you use to search for brands and shops?

- a) Facebook
- b) Instagram
- c) Firmy.cz
- d) Google.com
- e) Seznam.cz
- f) Other.....
- g) None

5) How do you agree with the following characteristics of the store?

1= strongly agree, 2= agree, 3= do not know, 4= disagree, 5= strongly disagree

a) Light and clean	1	2	3	4	5
b) Friendly atmosphere	1	2	3	4	5
c) Eye catching merchandizing	1	2	3	4	5
d) Helpful and qualified personnel	1	2	3	4	5
e) Clear display of prices	1	2	3	4	5

6) **Did the sales assistant offered you any additional products?**

- a) Yes
- b) No

7) **Did you see Samsonite brand on any of these Channels?**

- a) Facebook
- b) Instagram
- c) Firmy.cz
- d) Google
- e) Seznam
- f) Other.....
- g) None

8) **Have you ever seen this visual?**

- a) Yes
- b) No
- c) Not this one

If yes, do you remember where?

- a) TV spot
- b) Advertisement in shopping centre
- c) Internet
- d) In store
- e) Not this one
- f) Do not remember where
- g) Other.....

Picture 1: Main campaign visual



Source: Company database