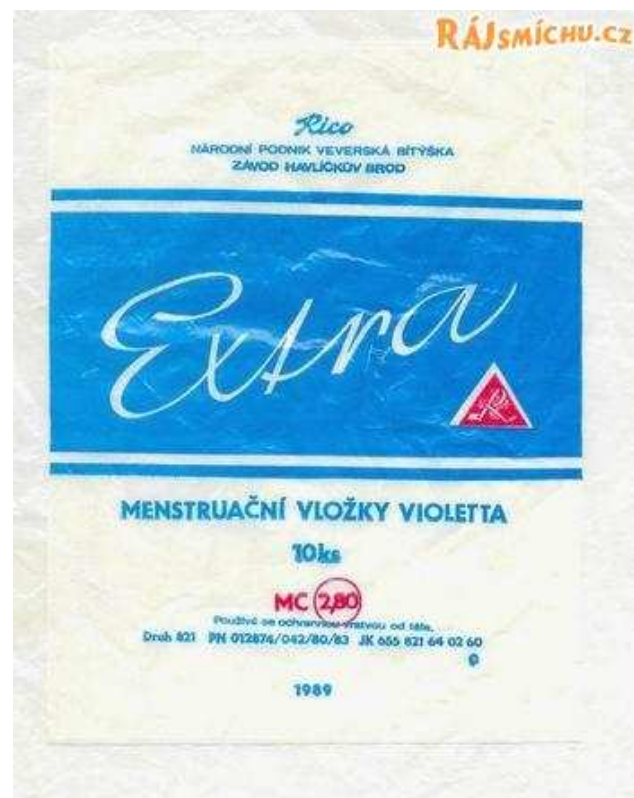
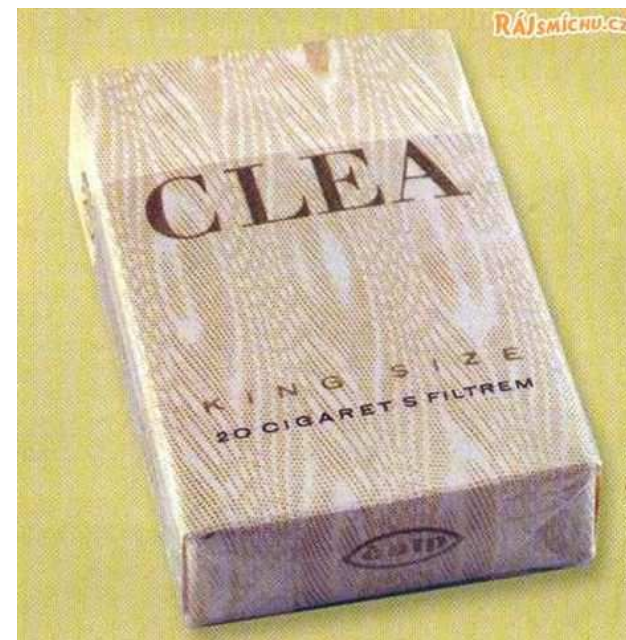
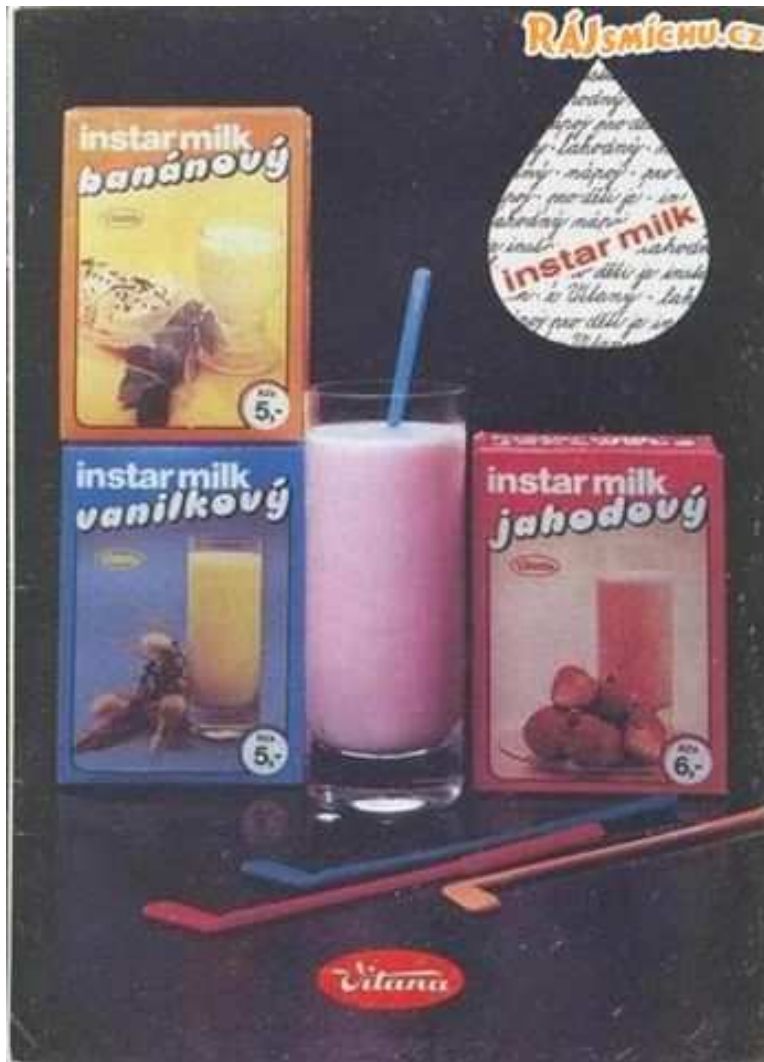


Advertising in Czech Republic

Radoslav Škapa







RAJSMICHU.CZ

RM

minikalkulátka

TESLA OKU 205

aloobchodním prodeji za Kčs 700,-

KANCELÁŘSKÉ STROJE K.O.O.

RAJSMICHU.CZ

Pižeňské pivo

Kčs 3,60

Pižeňský Prazdroj

ČSN 56 6635

Pižeňský Prazdroj
národní podnik
Pižeň

RAJSMICHU.CZ

Lybar
lak
na vlasy

SMC
19
Kčs

RAJSMICHU.CZ

Rico STÁTNÍ PODNIK VEVERSKÁ BITÝŠKA - ZÁVOD MOS

OBVAZOVÁ VATA SKLÁDANÁ 250 g

vata

OBVAZOVÁ VATA SKLÁDANÁ 250 g

PN 012 874/024/90/80 JK 055 122 330520 DRUH: 122V6a/ba 199 MC

1980



1998



1989



1999



2001



1993



2004



Value of trademarks

(Tambor\Fabrika 2004)

World

- Coca-Cola (70,5 mld\$)
- Microsoft (65,2)
- IBM (51,8)
- GE (42,3)
- Intel (31,1)
- Nokia (29,4)
- Disney (28,0)
- McDonald's (24,7)
- Marlboro (22.2)

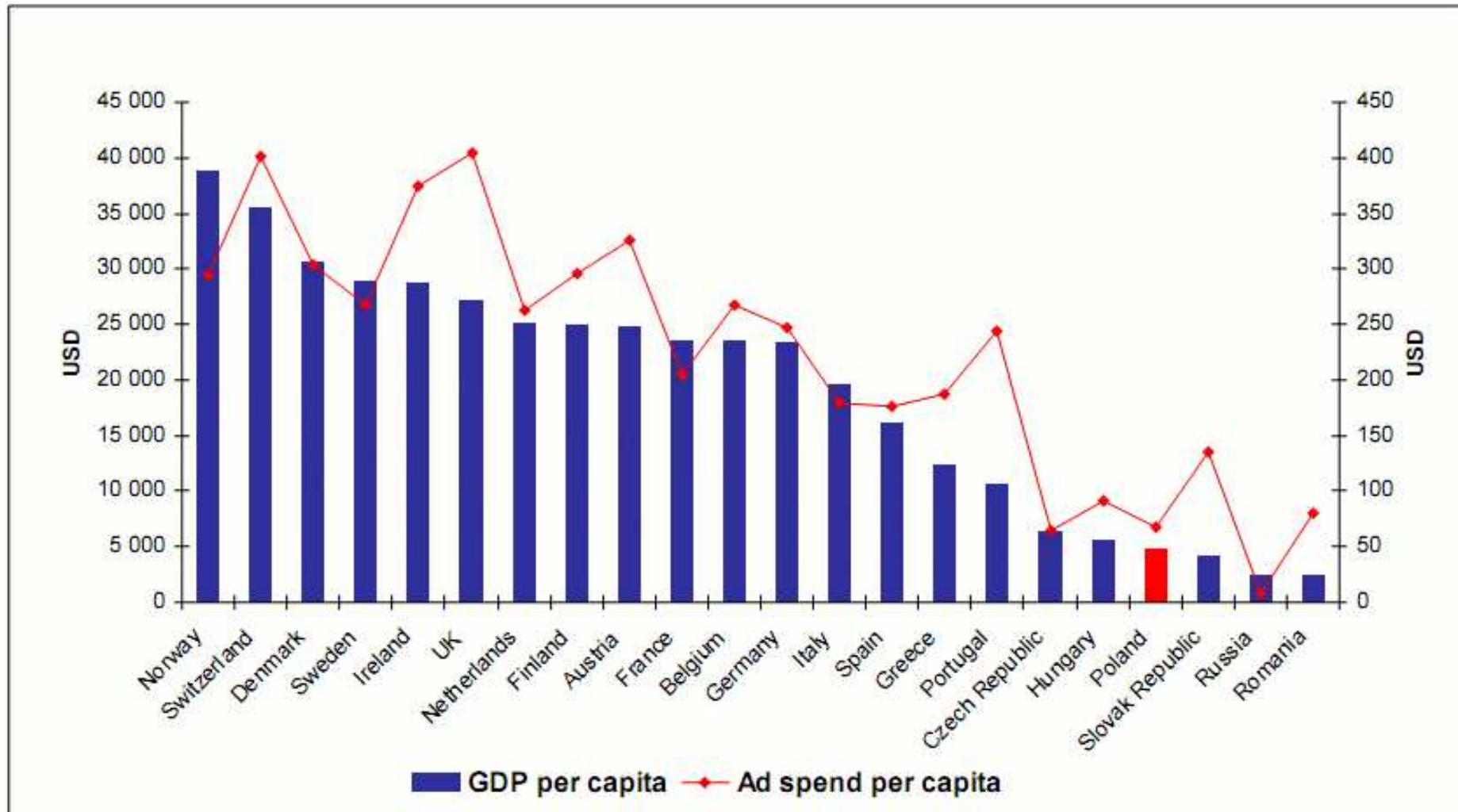
Czech Republic (based on consumers' satisfaction)

- Nokia
- Tatranky
- Bohemia
- Nova
- Pilsner Urquell
- Tradiční české brambůrky
- Orbit
- Pickwick
- Mattoni
- Jar

Descriptive statistics of new EU countries

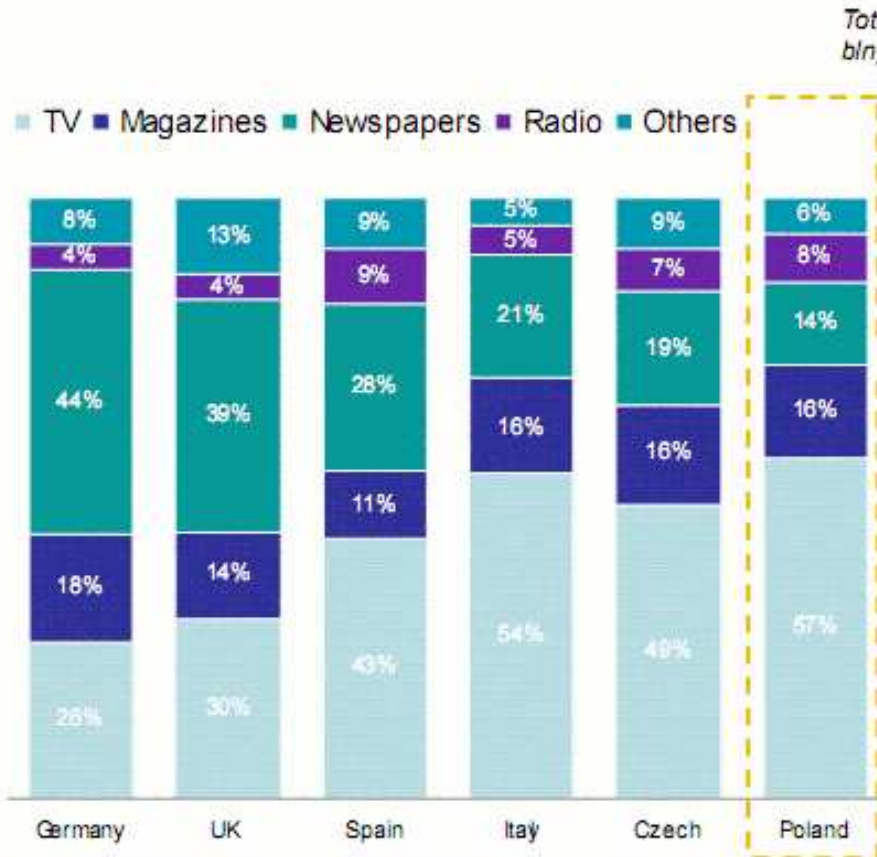
	Population (thousands) ¹	GDP per capita (Eur) ^{2a)}	GDP per capita ^{2b)}	Advertising spendings (\$US Millions in 2002) ³⁾	Advertising spendings as percentage of GDP in 2002	Internet penetration ⁵⁾	Internet penetration (Internet access - households) ⁶⁾	Number of local domains ⁷⁾	Online spendings ⁸⁾
Czech R.	10203.3	14700	68.8	838	1.21	35	15 (2003)	724631	1.9
Cyprus	715.1	17600	82.2	105	0.92	n/a	53	39366	n/a
Estonia	1356.0	10400	48.5	64	0.11	46	31	237461	1.1
Hungary	10142.4	12900	60.5	931	1.41	21	14	611887	n/a
Latvia	2331.5	8800	41.0	85	0.35	27	15	63343	n/a
Lithuania	3462.6	9800	45.8	83	0.20	31	12	106458	1.6
Malta	397.3	15600	73.1	23	0.32	20	n/a	7825	n/a
Poland	38218.5	9800	46.0	2274	1.08	25	26	2482546	1.3
Slovakia	5379.2	11200	52.3	370	0.82	33	n/a	188352	n/a
Slovenia	1995.0	16400	76.8	301	0.51	50	47	48133	n/a
EU 10	74200.9		48,4 ^{2)c)}	5074				4510002	

Advertising expenditure per capita

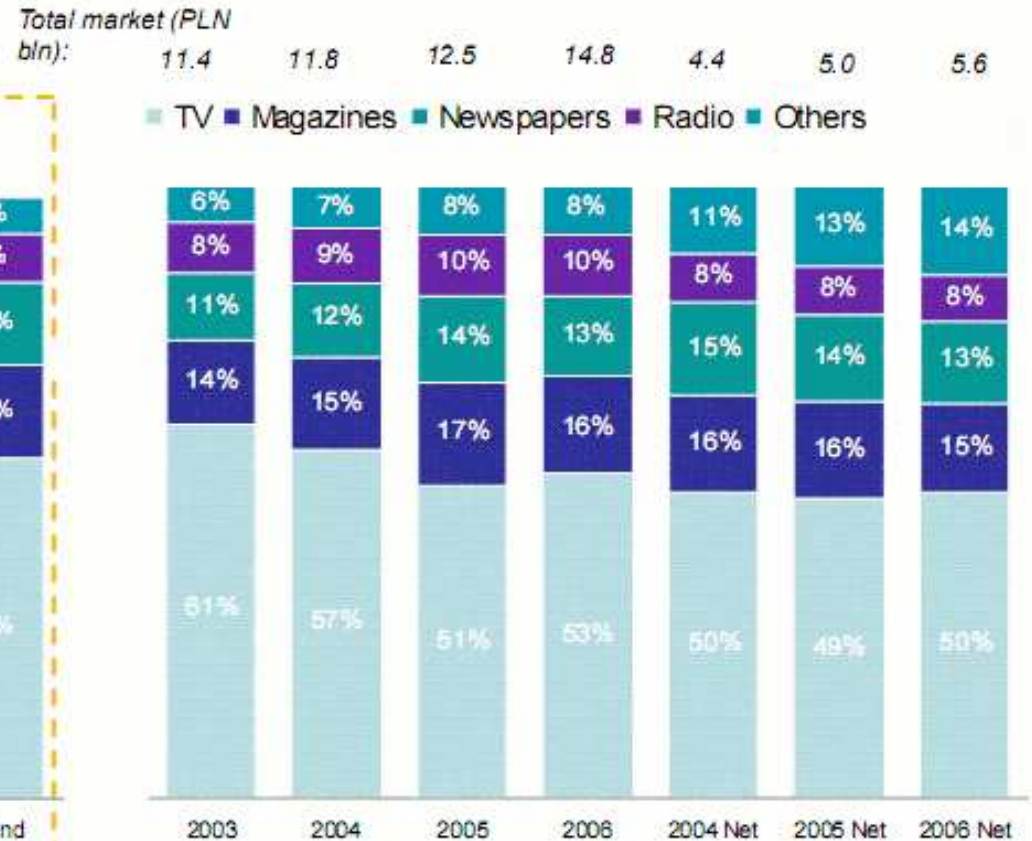


Source: Marketing andMedia PocketBook 2006; data for 2004

Advertising market in Europe per media segment 2004 (%)



Advertising market in Poland per media segment over time (%)

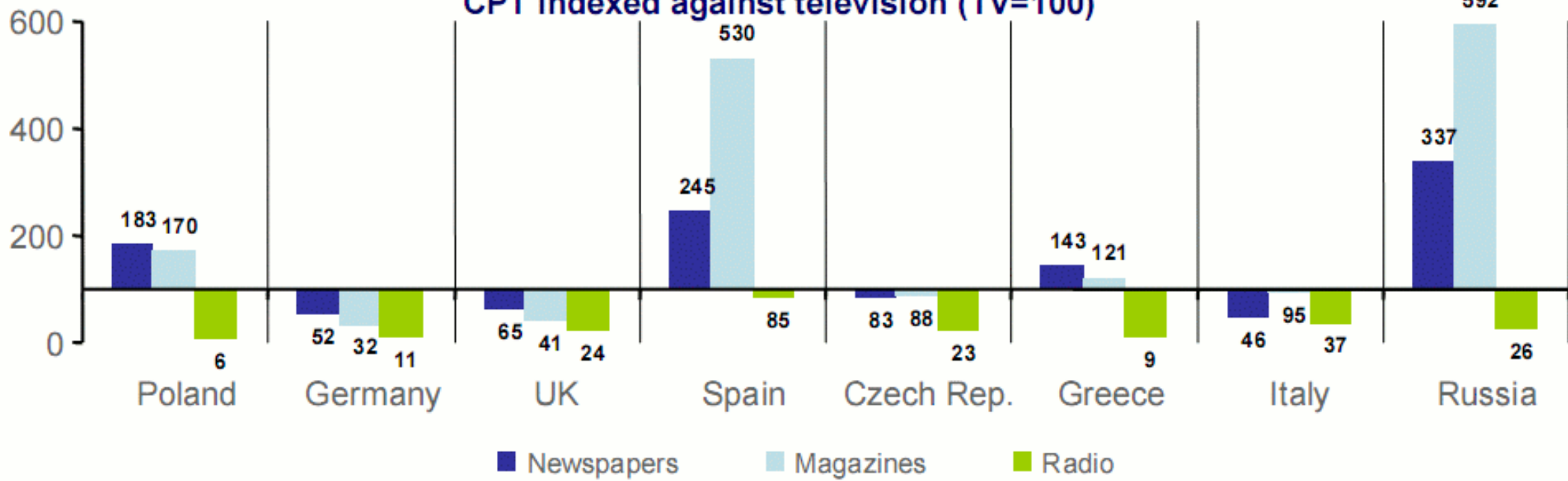


Poland has one of the highest European Average Daily TV viewing (240 minutes)

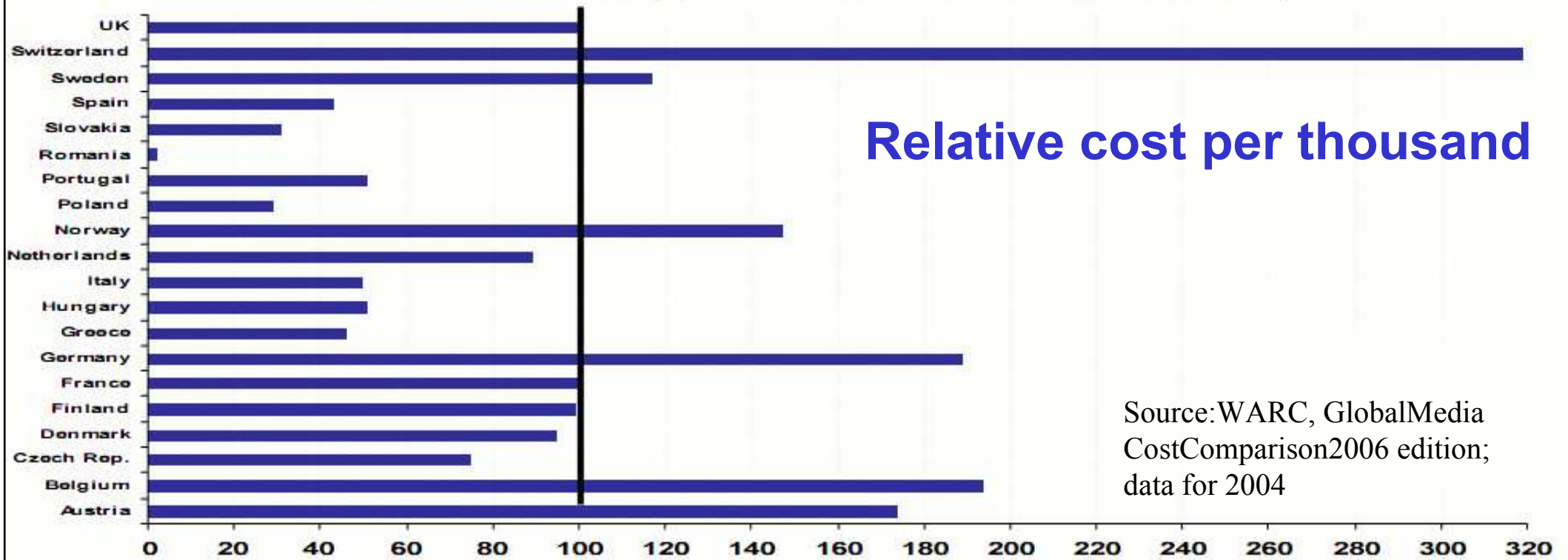
Source: Marketing and Media Pocket Book 2006; data for 2004

Source: Gross - Expert Monitor; Net - Starlink; ATV - 2006, AGB Nielsen Media Research

CPT indexed against television (TV=100)



CPT Index by Country (100 = av. CPT for below listed EU Countries)



Relative cost per thousand

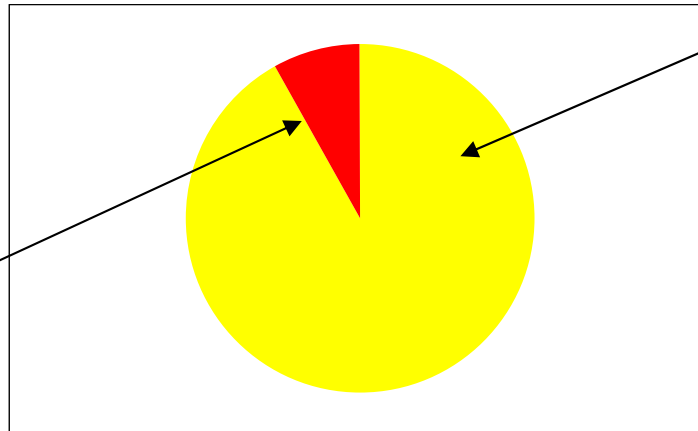
Source: WARC, GlobalMedia CostComparison2006 edition; data for 2004

Marketing spendings

Companies in the Czech Republic spent about 47 billion crowns (2,1 % of gross national product) on marketing last year.

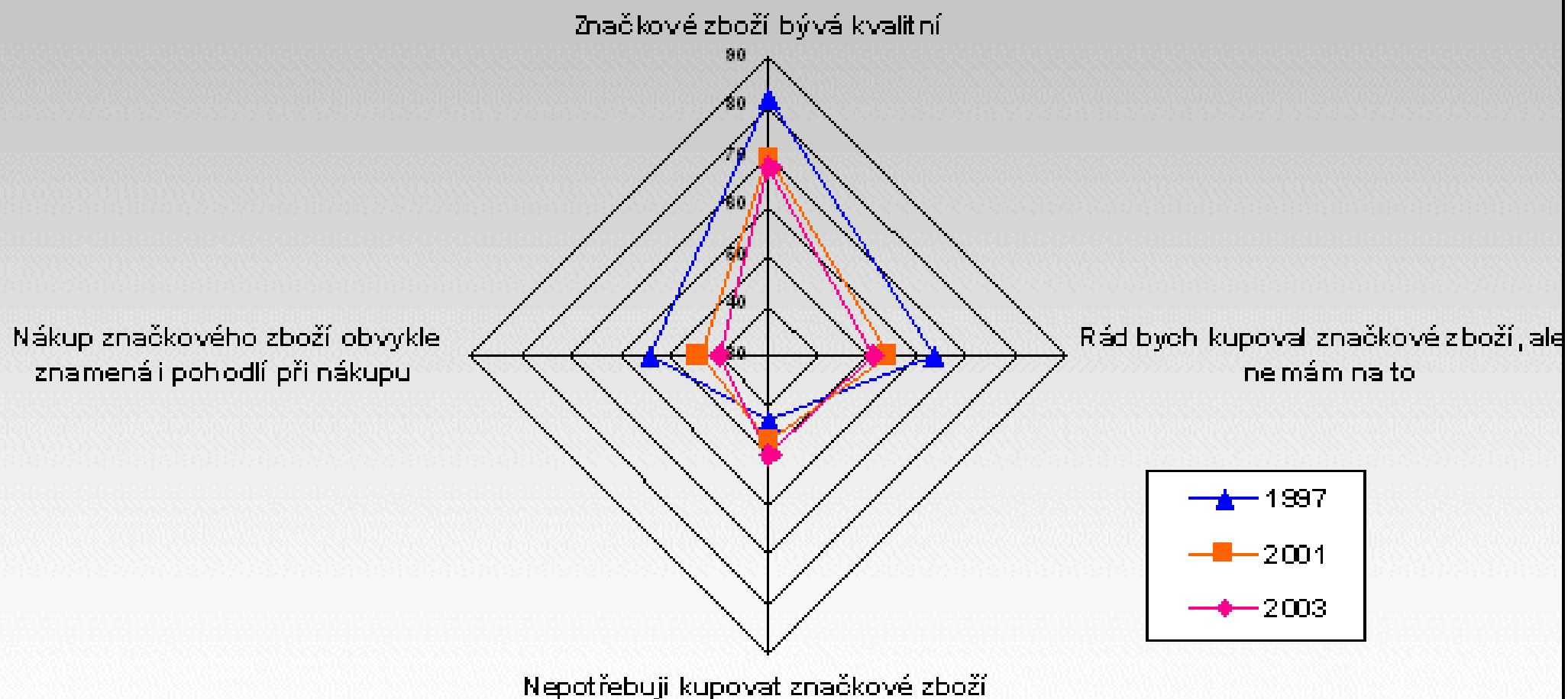
- one third of it on advertising
- The rest: trade fairs and exhibitions, promotional letters, telephone offers, events in support of sales, promotional items, presentation on Internet pages.

Promotional activities represent about 43,735 billion crowns, which is 92,8 % of total marketing costs.

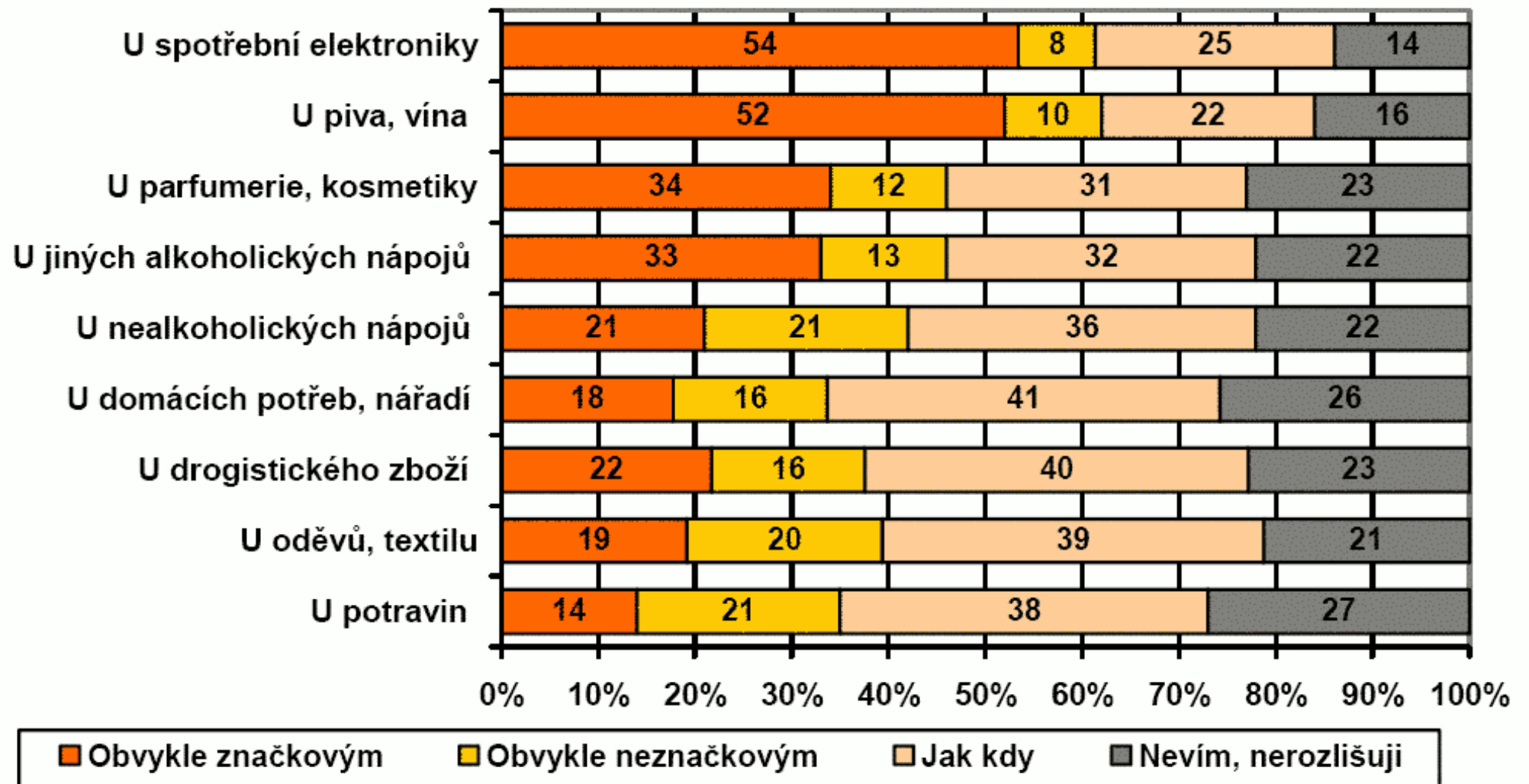


Only 7,3% is spent on salaries of marketing specialists and on market research.

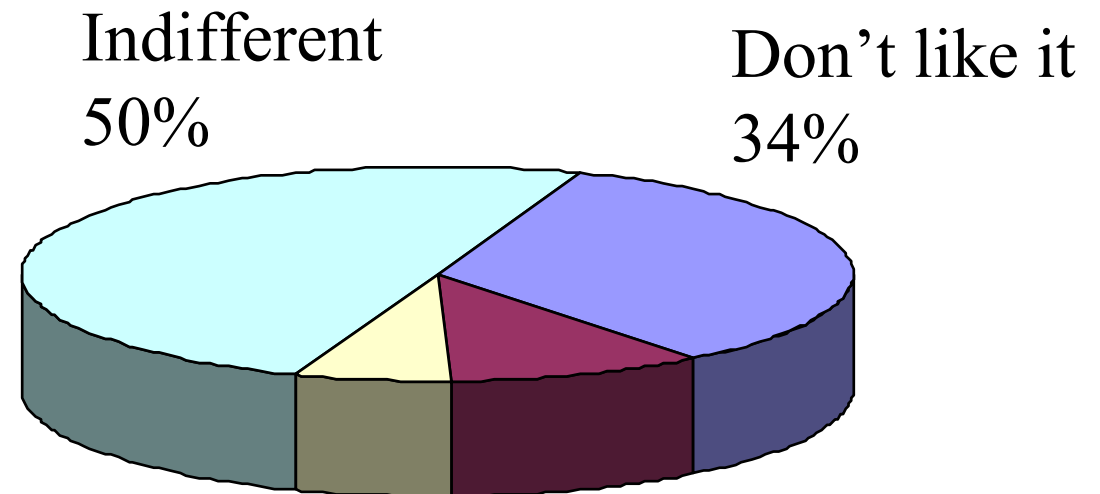
Vnímání značkového zboží - vývoj v letech 1997-2003 (data v %, počet respondentů v jednotlivých vlnách cca 1000)



Jakým výrobkům dáváte přednost...?
(rok 2005, data v %, N=1046)



Advertising and Czech population



☺ – people between 19 -29
☹ – people above 44

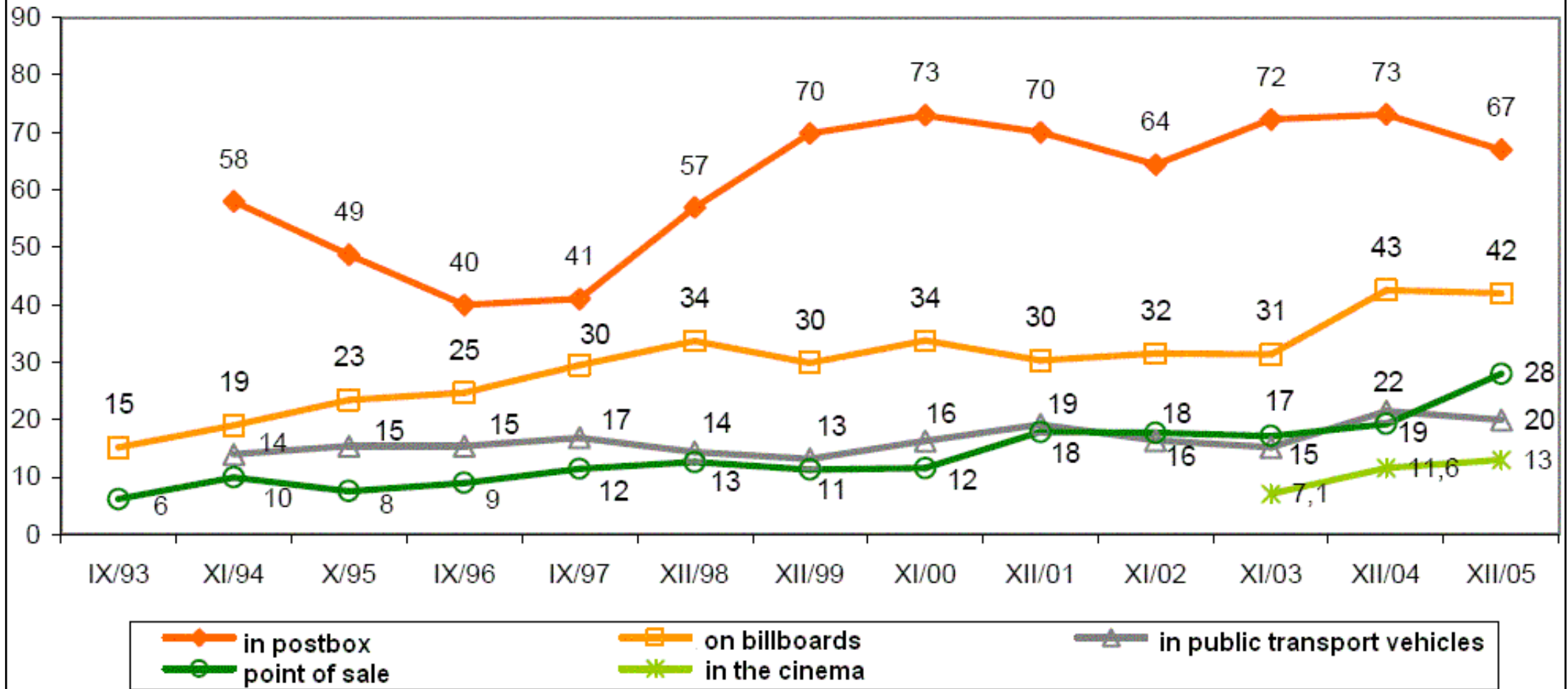
Education – no influence

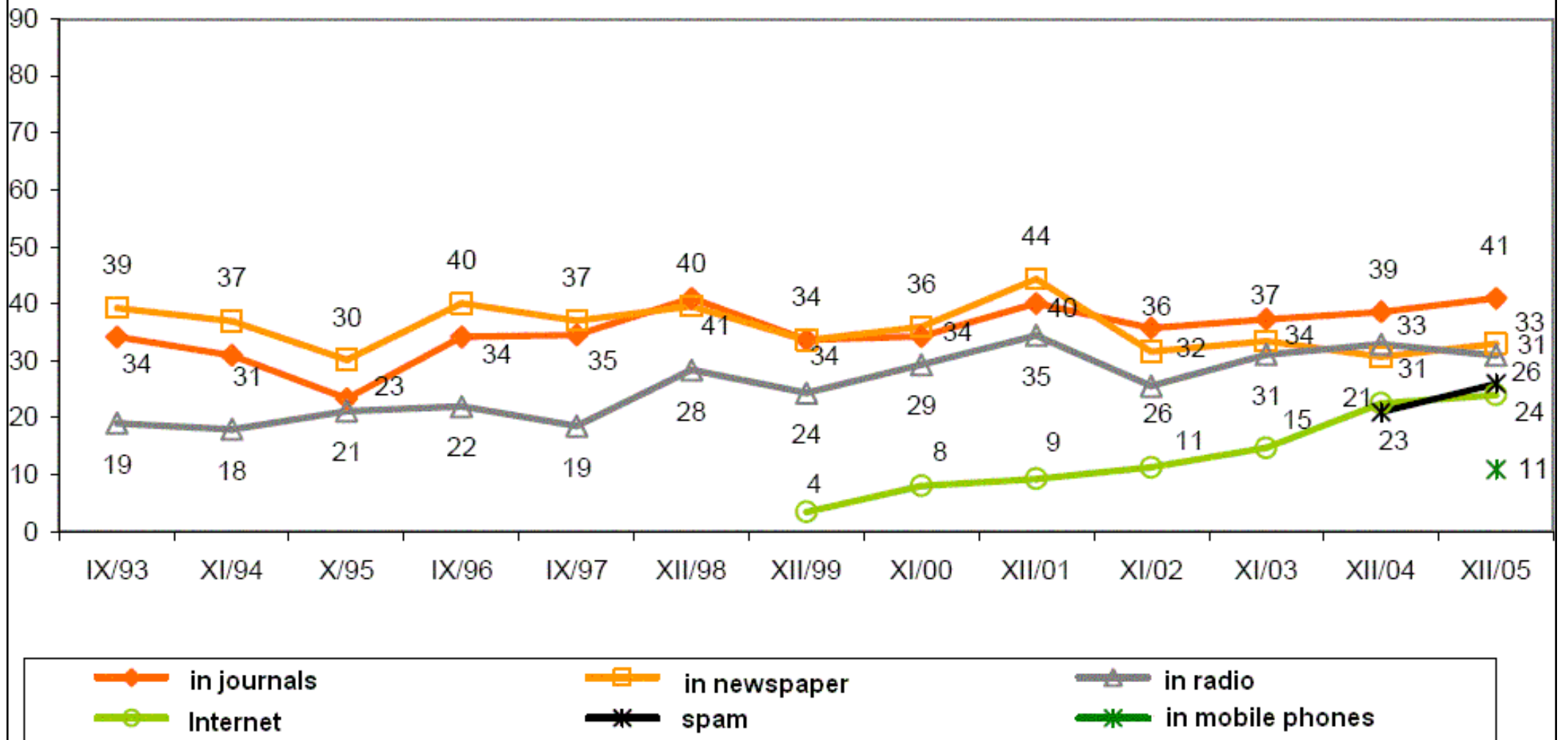
Don't like it much
10%

Like it
6%

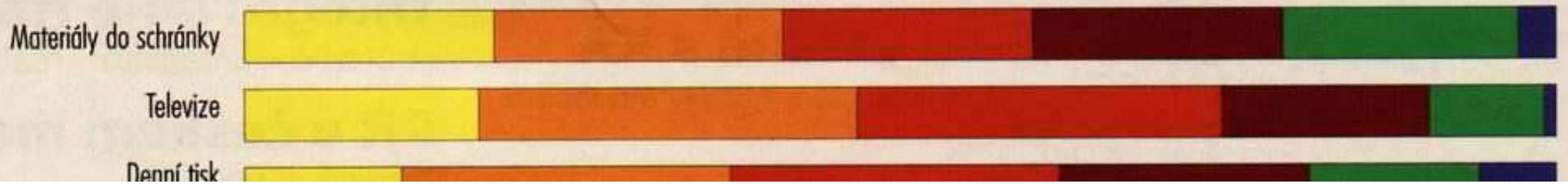
Sample n=1095, 2003

Level of over-saturation by ads (in per cents) (TNS Factum)

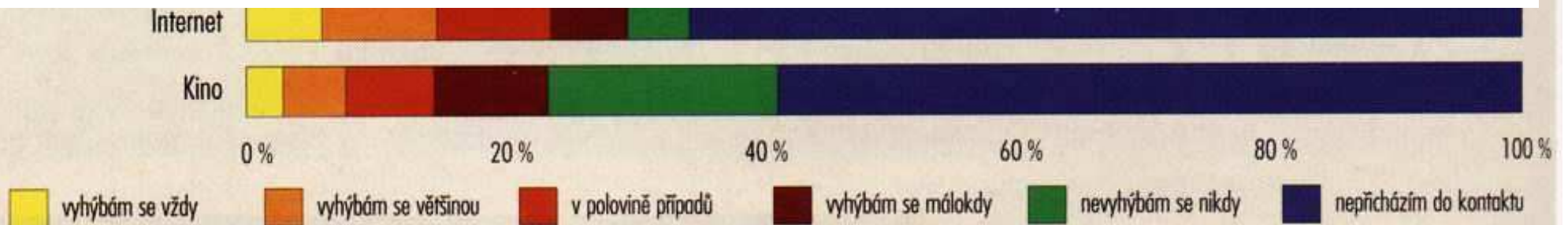




Stává se vám, že se reklamě vyhýbáte?



Potential for advertising: point of sale



Zdroj: TNS A-Connect

Advertising and Czech population

Advertisement should be:

- Truthful (49,9%)
- Credible (objective) (42,3%)
- Funny (38,4%)
- Informative (37,7%)
- Comprehensible (31,0%)
- Quiet (25,6%)
- Raise interest in product (23,4%)
- Creative (22,8%)

Only 32% of Czech admit to be influenced by adv. while shopping.

Advertising and ethics

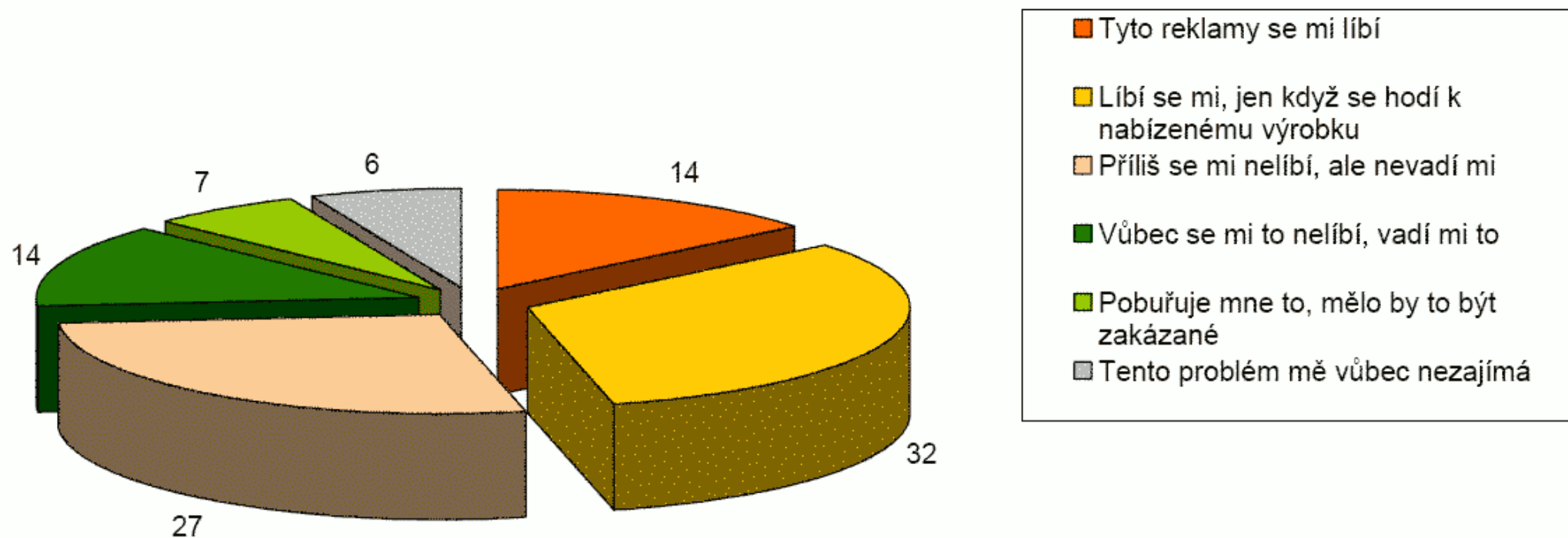
Czech advertising standards council

- Self-regulating institution in ad. business
- No legal power for sanctioning
- Respected by majority of ad. firms

Public opinion

- Ad. of cigarettes should be banned (37,7%)
(the most rejected topic)
- Erotic or sexual motives in ad. strongly rejects 6,1%
(accepted often by younger generations and men)

Postoj k sexuálním a erotickým motivům v reklamě
(N=1014, v%)



Basic (Ethical) Requirements for Advertising are:

- not encouraging to breake law
- be decent, honest and truthful
- meet the principles of a honest competition among competitors.
- Not endanger good name of advertising as such or decrease the trust into advertising as a service provided to consumers
- not involve elements derogating human dignity
- not take advantage of consumer's receptiveness under threshold of consciousness.
- not be hidden
- not use fear without any justified reason
- must not take advantage of holders of the public authority

Complaints by the subject		Complaints by the subject decision	
Private persons	27	Problematic	12
Companies	15	Unaccepted	26
Monitoring of Council	1	Article 8.	4
State institutions	2	other, moved to the law court	3
Complaints by content		Complaints by media	
Woman in ad., sexism	7	Billboards	13
Children	3	Press	9
Alcohol	2	TV	9
Tobacco	2	Radio	1
Medicines	1	Leaflets	14
Privacy protection	1		
Consumer protection	1		
Comparing, tricky ad.	16		
Violence, fear, racism, vulgarity	10		
Other	1		

In 2006: 72 complaint – 19 problematic, 45 unaccepted

1997 – Raveli – shoemaker, Václavka & Dášenka,
abuse of the state representative, lack of good taste



2000 – Netcentrum, s.r.o. – Billboard

www.iwillbeback.cz



www.wegottagoheareall.cz?



2000 Foundation of animal rights
Billboard: Do you know its price?



Pinelli – Semtex – energy drink. Billboard
BSE gives you wings. Semtex gives you life.



Dokonale ŽIVÝ obraz



Nejkvalitnější obraz díky vysokému rozlišení nové řady digitálních kamer



Varování: Nikdy netočte kamerou JVC nic, co byste si nepřáli obzvat! Kamera JVC s maximálním rozlišením 1.02 Megapixelů a 930 řádky (bezkonkurenčně nejvyšším parametrem mezi všemi digitálními kamerami) má totiž dokonale živý záznam. Začítky z davského, anebo první krůčky Vašeho dítěte tak prožijete znovu s nekválnějším obrazem, který zachytí i nejméně detaily. Díky

digitálnímu vestupu a vstupu nebo konektoru USB můžete své obrazové pozdravy posílat e-mailem přátelům. Kamera JVC nabízí stabilizátor obrazu, snadné ovládání, barevné noční vidění i využití jako digitální fotoaparát. Nenápadná svými rozměry, upozorní na sebe vším, co děláte. V soutěži „S JVC do Japonska za fotbalém“ máte navíc šanci vyhrát zájezd a vstupenku na letošní šampionát. Žijte

se na svět podívat objektivem kamery JVC a uvidíte, že je zarážející!

JVC

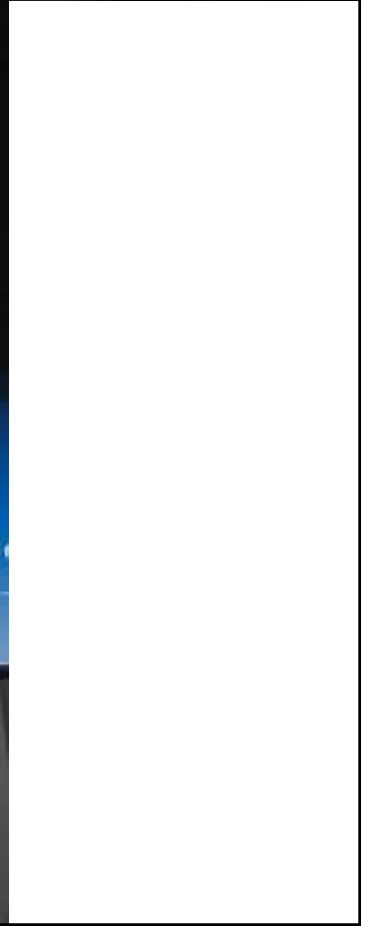
www.jvc.cz

Rádio na doživotí



Vodafone's Chihuahua campaign

<http://www.cbw.cz/phprs/2007010207.html>



ŽIJEŠ, PROTOŽE TĚ RODIČE CHTĚLI



Interrupce – 10. týden



Život - 16. rok

www.SvobodaVolby.cz

LINKA POMOCI 800 108 000 ČEKÁTE-LI NEČEKANĚ DÍTĚ