

An Analysis of the Marketing Communication Strategy of the Brand TurboTiger

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ABSTRAKT

Hlavním tématem této bakalářská práce je marketingová komunikační strategie mezinárodní dopravní společnosti Turbotiger. Cílem práce je analyzovat současnou marketingovou komunikaci podniku a na základě dalších poznatků přijít s návrhy na její inovaci. Teoretická část je věnována problematice týkající se tématu a tvoří tak základ pro další postup. Praktická část se zaměřuje na popis společnosti a na její současnou marketingovou komunikační strategii. V další části je dle firemní aktivity vytvořena SWOT analýza, následována dotazníkovým šetřením. Tyto informace pak tvoří základ k závěrečnému návrhu inovací marketingové komunikační strategie společnosti.

Klíčová slova: marketing, marketingová komunikační strategie, Turbotiger, SWOT analýza, dotazníkové šetření.

ABSTRACT

The main topic of this bachelor thesis is a marketing communication strategy of the international transport company Turbotiger. The aim of this work is to analyse the current marketing communication of the company and based on other findings to come up with proposals for its innovation. The theoretical part deals with issues related to the topic and forms the foundations for next procedure. The practical part focuses on the description of the company and its current marketing communication strategy. In the next part, according to the company's activities, is created SWOT analysis and followed by a questionnaire survey. This information then forms the basis for the final innovative proposals in the marketing communication strategy of the brand Turbotiger.

Keywords: marketing, marketing communication strategy, Turbotiger, SWOT analysis, questionnaire survey

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INTRODUCTION

Nowadays, large and strong competition exists between companies not only on the product market, but also in the service industry. The basis of long-term success is on the conditioned of excellent work. Yet this fact might not be enough in the era of modern technology and new marketing communication tools. Equally significant for companies is the ability to use an appropriate and effective way of informing their regular and potential customers about their products and services. Thus, marketing communication is the key to success for most companies. If communication is well managed and targeted, and combines more components, then it can dramatically raise an awareness of the brand and thereby provide a significant growth in sales with minimal advertising costs.

I chose for this bachelor work the Polish company Turbotiger, which transports passengers in the area of the Czech Republic, Poland and Austria. I used to work for the company and thus the co-owner agreed to a cooperation on the project and showed interest in the results, because the firm does not have any marketing department which would do such a survey.

The aim of this work is to analyze the current state of the marketing communication strategies of Turbotiger. Subsequently, based on the findings, this work will propose changes, which will take account of the quite low financial possibilities of the company and which would promote this new brand on the market.

This thesis is divided into two parts – theoretical and practical. Mentioned in the theoretical part are the important foundations for conducting my research such as a description of the term brand, the concept of its building, definitions and the meaning of the term marketing and its specification in the service industry. Finally, there are the topics of marketing communication and the process of marketing research.

The practical part deals with a description of the company and its service. The main part of the thesis is a SWOT analysis and a questionnaire survey, which form the basis of a final recommendation of the marketing communication strategy.

I. THEORY

1 BRAND

1.1 Interpretation of the term brand

The basic historical meaning of brand was the marking and distinguishing of individual types of goods. The word brand comes from the old Norwegian word *brandr*, which means to burn. A symbol was historically used for marking animals and was burnt onto their skin.

The term brand came into existence simultaneously with the emergence of markets and exchange trades. At that time, every trader marked their products by their own symbol. To this day, the symbol or brand is still used to identify the products or services of a certain producer or group of producers and primarily to differentiate from competition. (Lane Keller 2007, 32)

The American Marketing Association has a definition for the word brand, which says:

“The brand is: name, term, design, symbol, or any other feature that identifies one seller’s goods or service as distinct from those of other sellers.” (McCarthy 2002, 4B)

It is very important to know and distinguish the difference between a product and a brand. In a simplified way, a brand is a superstructure of the product, which not only represents a basic utility as the product, but it adds dimensions to the product, which distinguish it from other products created to satisfy the same needs.

More precisely, what differentiates the product from a generic brand and what gives it value is the total amount of customer perceptions and impressions regarding the quality of the product and how it works as for name of the brand and what it represents and also the company, which is associated with the brand. Thus the brand does not have to represent only the product itself, but also delivers a certain social status with its use. (Lane Keller 2007, 33)

Even if the product is marked by the symbol, it is still not a guarantee of success. The success of the brand needs to meet a number of assumptions, including:

- Top Quality = the basis of a top brand is top quality
- Not only a top product, but also the high quality of service provided in relation to the product consists a top brand.

- The initiators of something new on the market often create a successful brand (new technologies, innovative distribution channels, new market segments, placing products on the market).
- The difference from the competition is important. Customers should perceive the unique benefits of the product or service.
- The success of the brand can not be created from day to day, so it is important to support long-term communication with customers. A dangerous situation can occur when brand managers invest in brands to rapidly increase profits regardless of the long-term consequences.

Internal marketing (communication with employees about the importance of brand and strategic priorities and their training to have the knowledge and skills to strengthen a brand in everyday activities). (Příbová 2000, 16)

1.2 Importance of a brand and its function

The goal of any marketing effort is a financial gain. Creating and understanding the differences between products through branding and building a group of loyal customers makes marketers a value for the company that can mean precisely financial gain. The brands fulfil important functions for both consumers and producers.

Functions that brands perform for consumers:

- Identification of the source of the product
- Determination of producer responsibility
- Reducing the risk
- Reduction of costs associated with product selection
- Promise, commitment or agreement with the manufacturer
- Symbol
- Sign of quality

Functions that brands perform for producers:

- Means of identification to simplify trading or searching a firm
- Means of legal protection of the unique features of the product
- Sign of quality level for satisfied customers
- Platform for unique associations that enrich the product
- Source of competitive advantages

- Source of financial returns (Lane Keller 2007, 39).

The less tangible the nature of a product is, the more important the brand is for the customer. Experts have divided products and the attributes associated with them into three main categories: products and services which can be viewed - search goods, products and services which must be tested - experience goods, and products and services that must be trusted - credence goods.

Especially in the last two categories there might be brands with a very important sign of quality and other properties of these products for consumers.

The consumer thus eliminates the risk associated with the purchase and consumption of a product to a minimum if they buy a well known brand, particularly one with which they have good experience. Brands may therefore be a very good tool for reducing the risks associated with a purchase, especially in B2B.

For companies a strong brand represents an extremely valuable and legally defined property which has the ability to influence the behaviour of customers, it can be bought or sold and provides certainty of sustainable future profits to its owners. It is often seen that the price paid for a company is affected by the portfolio of brands and by assumption of extraordinary profits which can be obtained through them. (Lane Keller 2007, 41)

1.3 Brand value

The value of a brand is a set of assets (and liabilities) linked to the name and symbol of the brand, which increases (or decreases) the value which the product or service delivers to an enterprise or to a customer. The main categories of this value are:

1. Brand name awareness
2. Perceived quality
3. Brand loyalty
4. Brand associations (Aaker 2002, 7)

1.3.1 Brand name awareness

Knowledge of a brand determines how strongly customers keep in their mind information about a brand. This consumer knowledge about brands is measured in different ways. These are brand recognition (Have you ever seen this brand?), recall (What brands in this category of products can you recall?), first recalled brand (What is the first brand you

recall?) or ascendancy (the only brand recalled). Psychologist and economist have known for a long time that identification and recollection mean much more than just the fact that the consumer remembers the brand.

1. Brand recognition

Identification of a brand refers that a consumer knows the brand from a time before. It is not a condition that the consumer must recall the circumstances under which this occurred or what specific product belongs to the brand. In simple terms, the consumer has in mind that they have already encountered the brand in some way. A brand, which is already known on the market, has a clear advantage compared to competing brands. This factor of familiarity is particularly important for brands which are not so visible and known. In this case it is necessary to build brand awareness. (Aaker 2002, 10)

2. Brand recall

A situation where, when talking about a certain category of products, the customer recalls a brand is called brand recall. In the “graveyard model” brands belong that have a high level of identification, but a low level of recollection. Staying in the graveyard could mean the end: customers know about the brand, but cannot remember it at the moment of deciding what to buy. The lesson of this model is that even though the brand has a high level of identification, it does not mean that the brand is strong. The high degree of identification is also associated with poor marks. (Aaker 2002, 11)

3. Brand name dominance

Dominance represents the highest level of brand awareness. When a customer thinks about a certain product and will recall only one brand, it is called brand name dominance. However, the name of the brand must be chosen carefully. It is important to avoid various descriptive names, because then it can be difficult to distinguish it from generic names. “Windsurfer belatedly attempted to create the term “sailboard” to mean the generic product.” (Aaker 2002, 16)

1.3.2 Perceived quality

Perceived quality is the value of the brand for several reasons:

- perceived quality is the association which drives financial performance
- perceived quality is the primary impulse of business
- perceived quality is related to aspects of how the sign is seen

Creating a quality product is only a partial success. An important factor is primarily to create the perception of quality. It implies that to achieve the perception of quality is impossible unless the product is really high quality. It is essential to have an understanding of what quality means for individual customer segments and understand the process of improving the quality. The company may achieve and improve their quality in areas that the customer does not consider as important, or does not understand them. Then the expected customer behaviour does not come at all. Therefore it is imperative to invest in quality development in those areas which customers can respond to.

Customers may not always have all the information needed to be able to rationally and effectively assess the quality of the product. On the other hand, it happens that even when customers have this information, they cannot find the time, willingness or they are not sufficiently motivated to evaluate the quality. Customers also do not have to know necessarily how to correctly assess the quality and they succumb to improper inducements. Therefore it is in the interest of the company to help and guide their customers to correctly identify what makes a quality product. (Aaker 2002, 17-18)

1.3.3 Brand loyalty

Brand loyalty is the third part which constitutes brand value. With loyal customers, the company is able to predict sales volume and profit. Loyal customers have a significant impact on marketing costs, because to retain a loyal customer is less expensive than attracting a new one. An expensive common mistake is an effort to increase a company's own growth by attracting new customers while neglecting loyal customers. In the area of brand loyalty it is also essential to pursue segmentation of customer loyalty. Aaker divides customers into the following groups:

- non-customers (buying from competitors),
- price switchers (decisive factor is the price),
- the passively loyal (buy a brand out of habit),
- fence sitters (buy randomly),
- the committed.

Customer loyalty can be raised by several options. Programs that build loyalty in a direct manner are effective. These programs are for regular customers (a percentage

discount from the price) and customer clubs (discounts, special offers and extra information). (Aaker 2002, 21-23)

1.3.4 Brand association

Brand value is largely formed by associations which customers connect with the brand. These associations may include features of the product, connection with a famous person or a specific symbol. Association expresses an importance and a sense of the brand to consumers. They express what the consumer thinks the product/service can mean for him.

According to Příbová, benefits of a product are divided into three groups:

- functional benefits – e.g. a functional benefit of a hand cream is that hands will not be dry
- symbolic benefits - related to the product, are associated with the image of the user
- experiential benefits, experiences - based on sensual experience (taste, smell, auditory and visual perception, sense of touch). (Příbová 2000, 32-33)

Table 1 - Top 10 most valuable global brands

Company	Brand Value	Country
	(USD \$ Billions)	
Apple	124,2	USA
Microsoft	63	USA
Google	56,6	USA
Coca-Cola	56,1	USA
IBM	47,9	USA
McDonald's	39,9	USA
General Electric	37,1	USA
Samsung	35	South Korea
Toyota	31,3	Japan
Louis Vuitton	29,9	France

Source:www.forbes.com

1.4 Brand elements

Elements of a brand or identifiers are visual or verbal information that are used to identify and distinguish the brand. The elements are selected in such a way to maximize the value of the brand. The elements thus form associations, opinions and feelings of the brand and

promote brand awareness. Basic elements of a brand are name, URL, logo and symbols, leaders, slogans, jingles and packaging.

Name

The brand name is a key element, the most important choice because it captures the main theme, thought, and association with the product. Choosing the correct name is really important, however, it is difficult to come up with a new brand name. The name should be simple, easy to pronounce, meaningful, distinguishable and unusual. When choosing a new name, one can proceed as follows:

- Choose the highest number of names in accordance with the basic definition of the brand.
- Omit names which give a double meaning, are not easily pronounceable, cause legal barriers and are not consistent with the brand position.
- Select the top 5-10.
- Test this most promising 5-10 in a group of potential consumers.
- Choose one particular name.
- Register the name. (Lane Keller 2007, 211)

URL

Uniform Resource Locators are used to specify the placement on the website. Whoever wishes to own a domain must register and pay for it. The recalling of a brand is absolutely crucial for a URL. At the very beginning consumers must be able to remember the URL to the web page. (Lane Keller 2007, 218)

Logos and symbols

A logo or symbol is essential for building brand value, especially in terms of brand awareness. It is a visual element of a brand which should strengthen the link between the brand and its visual symbols, and therefore it is always right to present symbols together with the brand name. One advantage of logos is that they are usually non-verbal, therefore they can be changed or updated according to changing taste. Symbols are also effective in international communication. (Lane Keller 2007, 221-223)

Representatives

Through representatives brands are gaining human or animate qualities. They have a real form. Representatives are usually familiar to consumers through advertising. They can be animated or live (live characters). Both logos and leaders need to be updated to match their look with current perceptions. (Lane Keller 2007, 226)

Slogans

A slogan is a short phrase to convince consumers about the benefits of a brand and provides information that describes the brand. Slogans can be found in advertisements on television, radio, packaging, billboards, in magazines etc. They are easy to remember. The disadvantage is that a slogan can become annoying after a time. On the other hand, it is advantage that a slogan can be simply and easily changed over time. A slogan is a reminder of a brand. (Lane Keller 2007, 232)

Jingles

A jingle can often be a musical setting of a slogan. The emergence of a radio advertising contributed to the expansion of this brand element. They are often very catchy and enter into the minds of consumers, whether they want it or not. Jingles communicate a sense of the product and its benefits. Associations which arise in connection with jingles relate to the feelings alternatively to personalities. The main disadvantage is that they do not last long, they are rapidly aging. (Lane Keller 2007, 237)

Wrapping

Packaging also has a great contribution to the value of a brand. The appearance of packaging is often one of the strongest associations that consumers have. The important things for packaging are an aesthetic appearance and the amount of costs - packaging should be cheap. Nowadays, there is also an environmental consideration. Packaging which is not environmentally friendly creates a negative image among consumers and the brand loses its value.

Packaging has several functions:

- identifies the brand
- gives descriptive and persuasive information (at least the minimum required by law)
- provides protection during transportation
- stores a product in a household
- helps with manipulation (opening and closing)
- facilitates consumption (e.g. packaging in which food can be heated). (Lane Keller 2007, 239-240)

2 BRAND MANAGEMENT

Brand management can be characterized as a strategic and integrated system of analytical, planning, decision-making and implementing activities that are part of the brand management process.

Brand management began to emerge in corporate governance in the 50s and 60s. At this time there was also extensively developed market research, which is the cornerstone for brand management. During the 80s and 90s significant changes had been made which had an impact on the procedure of brand management. The consumer became more independent and was able to orientate on markets much better than earlier. The competition was stronger and more sophisticated, thus the product differentiation was more difficult. Firms began to focus on short-term financial results and especially in this period of time there were extremely increased costs for sales promotion. (Příbová 2000, 15-16)

Brand management can be effective only if it is properly applied through people. Not only to maintain good relations with customers, but primarily with employees. All employees must share the philosophy of the company and must understand that they are the key ambassadors of brands. (Kashani 2007, 87)

The main task of brand management is to create relationships between two identities - the brand and the customer. The result of this relationship is gaining loyal customers. The tasks of brand management are not always the same. The form of brand management is derived according to whether it is dealing with a completely new brand or one which already exists. Depending on the category to which a brand belongs, brand management focuses on different elements, uses different tools and is based on different information. (Rypáček 2003)

2.1 Brand building

What is produced in a factory is a product. A brand is something that the customer buys. The combination of the product and aura makes the brand. The main goal of building a brand is to create long-term relationships between customers and the brand. The most important and most essential feature of brand building is differentiation. Another aspect on which successful brand building depends is the concept of singularity. If a brand is too forcibly extended, then it loses its unambiguous sense. An obvious condition of this process is a long term philosophy. One year is not enough for building a strong brand, but it is enough for destroying it. Another requirement for successful brand building is

consistency. Frequent changes to the identity, position and style of the brand communication have not benefited anyone yet. (Rypáček 2003)

There is no doubt that the customer has a relevant role, because it is actually a human mind, where all brand battles take place. More important than owning a company is to own markets. A way to control the market is to own a dominant brand.

Nowadays building new brands is very difficult. However, the chances of building new brands always were, are and will be. Opportunities come, for example, with the emergence of new categories of products and services. (Rypáček 2003)

2.1.1 The process of brand building

When building a strong brand, it is necessary to take some steps. The only condition is that each step must be successfully finished before starting another one. Four major steps are:

- Ensuring an identification and association of consumers of the brand with a specific category of products.
 - Clearly defining the importance of the brand in the minds of customers through large amounts of associations with specific features of the product.
 - Invoking the correct response of consumers to the identification and relevance of the brand.
 - Creating an intense, active and loyal relationship between consumers and the brand.
- (Lane Keller 2007, 72)

These steps relate to the system of basic questions that every customer asks (even internally). Who are you? (identity of the brand), What are you? (sense of the brand), What to do with you? (reaction on the brand), How is it between you and me? (relationship with the brand).. (Lane Keller 2007, 72)

2.1.2 The ten commandments of building strong brands

According to Aaker the ten rules of building strong brands are (Aaker 2003, 356-357):

1. Brand identity - each brand must have its own identity. It is necessary to modify the identity for different market segments and products. Identity = how the company wants to be perceived
2. Brand value – the driving force of the brand. It is necessary to consider the functional and emotional benefits for consumers. It is crucial in this part of the ten commandments to understand the relationship between the brand and the customer.

3. Brand position – a brand must have clear directives for filling its communication program.
4. Implementation – to implement a communication program to express both the identity and position of the brand, and also reach quality and a long shelf life. Consider the various options of communication with customers.
5. Consistency over time - to preserve symbols, images and metaphors which work in time.
6. System of brands - brands in the portfolio should be consistent. Using of sub-brands.
7. Utilization of brand – it is necessary to extend brands. The implementation of programs of co-brands is appropriate only if it strengthens the brand identity.
8. Monitoring brand values - watching brand value over time, including knowledge of perceived quality, customer loyalty and associations.
9. Responsibility for the brand - It is important to have someone who will be responsible for the brand, who will create its identity and position and who will coordinate its implementation throughout the organization.
10. Investing in brands – keep investing in brands even if financial goals are not reached.

3 MARKETING

The first stage, when marketing management was applied in companies, was an orientation towards the product and its quality. Then it was oriented towards the production and sale of the largest amount of products, subsequently on sales ability and now, in the final stage of development, the marketing management is focused on the customer. (Kotler and Armstrong c2014, 32)

Marketing has many different definitions. In general, marketing can be understood as a part of social process focused on identification, wishes, needs and satisfying target customers while making profit at the same time.

Kotler defines marketing as a social process in which individuals and groups obtain what they need and want and during which we create, offer and freely exchange with other products and services which have value. Whereas Drucker sees marketing as the final production of the company in the eyes of its customers, or the knowledge of their wishes, needs and subsequent formation of a product which will meet their needs and will be sold on the market by itself. Both definitions have set the same goal and that is to satisfy customers. (Kotler and Armstrong 2014, 27)

In the marketing approach a variety of marketing tools are distinguished. One of the basic marketing tools is Marketing Mix, also called 4P, which contains product, price, place and promotion. (Kotler 2007, 70)

3.1 Marketing mix

Marketing Mix consists of a group of marketing tools. By applying these tools the company adjusts not only the supply on the target market, but also includes all the steps by which the company increases its product/service demand. These marketing tools also known as 7P consist of seven variables: product, price, place, promotion, people, physical evidence and process.

Product/service represents all the offered range of products and services together with its quality, design, features, brand, warranty, services etc., so with everything that can lead to satisfying consumer needs.

Price is the amount of money that the consumer must pay to acquire the product. This includes discounts, price lists, compensations, a time limit for paying and conditions for loans.

Distribution includes ways which ensure the availability of products to customers. These ways contain distribution channels, supplying, location and transportation.

Communication is used to introduce the product and its benefits. Its task is to convince the target group of customers to purchase. Advertisements, sales promotions, personal selling and publicity form the basic elements of communication.

People are an integral part of production and delivery of services. Human resources contribute to the differentiation of services and may increase or decrease value of the company. Recruitment, training, remuneration and control of their work have high importance.

Physical evidence includes factors as impression and perception of customers when entering the place, where the service is provided. Among the elements of physical evidence belong exterior, interior, colours, lighting, smells, music etc.

Process represents all activities, procedures and mechanisms from creation to the delivery to the customer. Processes can be distinguished as presales activity (advertising, technical support) and aftersales services (timing, level of service etc.). (Kotler 2007, 70-71)

These variables should also be watched from the perspective of a buyer, which is called 4C.

- Customer solution - the product is perceived as the customer's needs and wishes.
- Cost - represents a cost component, which is associated with the acquisition of goods.
- Convenience (Channel) - determines the availability of the product for the customer.
- Communication - promotion is seen as a way of communication. (Kotler 2007, 71)

4 MARKETING COMMUNICATION

The advertising industry started to grow at a rapid pace in the Czech Republic from 1989. Supply higher than demand and a strong competitive environment required a new approach and orientation towards marketing for maintaining market position. It is not just about producing a product itself, but also about proper presentation for customers.

Marketing communication is important and the most discussed tool of Marketing Mix, which has an increasing impact both on society and on business entities. The market still has a wider and wider range of products from which the customer can choose. It causes a growing demand on quality and utility, but even factors such as demographic, environmental etc. must be considered. Establishing a brand, which is able to satisfy these needs, requires communication with potential customers, suppliers, purchasers and intermediaries. (Foret 1997, 55)

The goal of marketing communication is mainly the communication with current and potential customers, their familiarization with the product and its utility value they will get by owning the product or service. The final goal is to persuade customers to purchase and make them sure that our product is the right one for them. According to Kotler, marketing communication includes, in a broad sense, all marketing activities: the creation of the product and its usage, distribution, pricing and promotion. (Kotler 2007, 809)

Communication has many different tools. Their number and division differ according to dissimilar concepts of authors. These tools are also known as elements of the communication mix and contain advertising, sales promotion, personal selling, public relations and direct marketing. However, nowadays it is difficult to catch customers' attention because the market is already saturated and proven practices are not as effective as they were before. As Foret stated, communication is more selective and consumers more discriminating. Customers are immune to forms, which were until recently effective. There, where standard advertising was sufficient, comes communication project, which uses a number of new non-traditional tools. (Foret 1997, 55-56)

4.1 Communication process

Communication itself includes a number of definitions. The original Latin concept represented joint participation or sharing. Nowadays it additionally comprises of the process of communicating or transmitting, receiving and processing information, so as to

successfully transfer ideas and communication between individuals who we meet in everyday life, where the recipient is able to understand this information. (Clow 2008, 133)

The communication process is part of the advertising process or marketing program and for the seller it is then a form of competitiveness.

The illustrated model of the communication process, see Figure 1, is basically analogue to the classic Lasswell communication model, which is from 40 years ago and which is still accepted. The model is expanded by encoding, decoding and noise. (Pavlů 2007, 12-13)

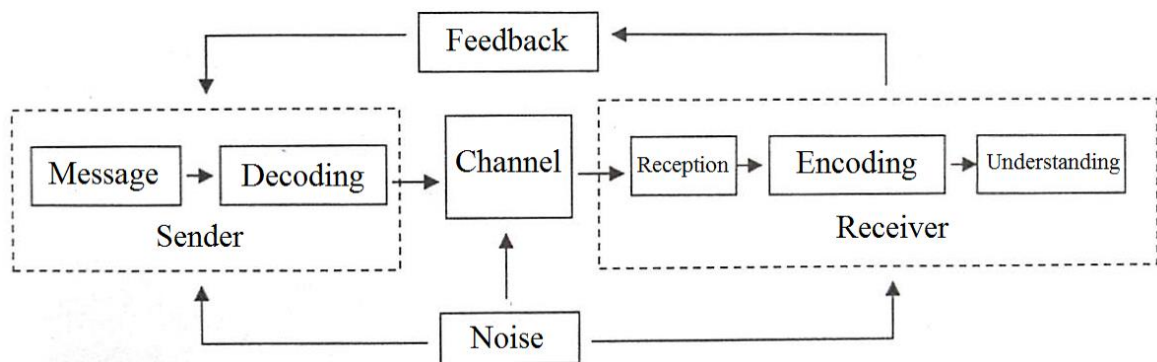


Figure 1 - Basic scheme of communication process

Source: Pavlů 2007, 13.

The process of communication starts with the communicator or sender, who communicates certain information to the receiver. During the process the info is encoded and decoded and subsequently feedback comes into existence - the receiver's answer, which goes back to the sender. Therefore it is important for the receiver to understand the message as it was meant by the sender. Then communication is effective. The form of communication should be clear. During the transfer of the message a communication noise occurs, which represents unwanted disturbances or distorted effects which may partially change the original form of communication. (Kozák, Staňková 2005, 91)

4.2 Effective communication

To achieve effective communication with maximum yield at minimum cost, it is crucial to respect and correctly apply the following points:

1. **trustworthiness** - a communication based on trust and understanding between employees.
2. Effective **placement** and **selection of time** for appropriate communication.

3. **Significance and comprehensibility of the content of communication** - the purpose is to provide key information for a given situation.
4. **Unambiguity** - messages must be clear and simply formulated. When speaking about more complex messages, it is good to summarize them with simple slogans and statements that are understandable and clear.
5. For improving communication and achieving goals a **permanent development** and repetition is necessary.
6. **Proven ways of communication** - if a company has good communication channels then they should be used because they are recognized by receivers and also receivers have a certain relationship with them. New methods can not only be expensive and complicated, but they do not have to bring the expected result. To achieve effective communication, it is possible to use more different channels because their differences have various effects.
7. **Knowledge of the receiver** – the basis is to recognize the communication skills of the recipient, their habits, the way they understand and accept messages, achieved education, etc. (Foret 2011, 20-21)

4.3 Communication objectives

To make communication effective, it is necessary to set objectives which should be reached by promotional campaigns. These goals should be clear and realistic. The following can be considered as main objectives:

Informing - providing information is still an important function. The basis is to inform the market about the existence or possible changes of the products and services of a company. This information is for potential customers or investors.

Creation and management of demand - the proper form of communication can effect positively on increasing demand and sales and in addition, it eliminates the need for reducing prices. This type of communication is usually directed towards the economic sphere.

Different production – product homogeneity on the market means that a customer perceives all products as identical. Thus they do not distinguish from which manufacturer they acquired the product. In this case vendors hardly influence the price. Communication is then focused on long-term activities – building a good name for a company and informing consumers about the uniqueness and quality of a product.

Emphasis on the importance and benefits of the product – the task is to present utility features and benefits of a product or service, which a customer acquires after purchasing. This area allows a brand to attract the interest of consumers in a way that it enables increasing of the price.

Turnover stability - the main task of marketing communication in this case is the stabilization of demand, especially during seasonal fluctuations.

Stabilization and continual effort of increasing the market share – the communication focuses on retaining existing customers and acquiring new customers in a competitive environment. The aim is to convince consumers that our product satisfies their needs better than any other. Suitable conditions for the realization of this goal are when the market is saturated and gradually stabilizes the market share of competitors. (Kozák 2009, 11)

4.4 Promotional strategy

The basis for achieving marketing communication objectives is the creation and the choice of strategy, which might be useful for both the future development of a company and its stabilization and maintaining market position. Promotional strategies can be divided into push and pull strategies.

The task of a push strategy is to promote the product and get it to the target customers using distribution channels. Here mainly communication through personal selling and sales promotion is used. Firstly, the manufacturer convinces the seller about the advantages and usefulness of their product and then the seller uses the same strategy when convincing customers. A push strategy usually chooses large multinational enterprises with high capital.

On the other hand, a pull strategy chooses a different way. It firstly tries to attract the attention of the customer. In this way of management advertising and publicity in the media plays a major role. Customers want the product from retailers, who subsequently require these products from wholesalers or directly from the manufacturers. This strategy is typical for smaller start-ups. (Foret 2011, 243)

4.5 Marketing communication elements

Communication with the customer varies according to the elements of the communication mix, which have characteristic features and also their strengths and weaknesses. They are usually formed by:

- Advertising
- Sales promotion
- Personal selling
- Public relations
- Direct marketing
- Sponsoring

Usually four main forms of communication are stated, but since the 90s this conception has been extended. The new forms are direct marketing and other electronic tools (the internet etc.). In addition, many authors also include sponsorship to this concept. (Matušínská 2007, 11)

4.5.1 Advertising

Henry Ford once said that if he had his last five dollars, he would invest three of them into advertising (Komorouš, 2010). Advertising has a wide range of applications. It does not only promote a specific product, but also creates a long-term image of the company. Advertising is a paid, sometimes very costly, indirect form of presentation of products or services through the media. The aim is to inform and motivate potential customers to purchase. Because of the impersonal character it does not have to look like a trustworthy source. The success and the final effect of the advertising campaign is often just based on an appropriately chosen form of advertising and especially on its location. (Fill 2013, 24)

The structure of advertising media

Advertising media, also known as mass media because of its wide scope, can be divided into three basic groups:

1. **Broadcasting media** (television, radio) - transmission of information through a single source.
2. **Print media** (newspapers, magazines, catalogs) - communication is in the form of prints. The recipient has the opportunity to explore promotional materials at their discretion.

3. **Outdoor advertising** (billboards, cars or other means of transport) – it can be any tangible structure, except buildings. (Kotler and Armstrong 2007, 866)

4.5.2 Sales promotion

The aim is to provide free product samples and other promotional materials to customers, business partners or sellers. It also represents any program of seller, which is limited by time. (Tellis 2000, 285)

Sales promotions are distinguished according to target groups:

- focused on customers – may have the form of discounts, contests, free samples or trade fairs and exhibitions.
- focused on business organizations – primarily includes advertising campaigns, whose goal is to ensure purchasing and selling of our product by the trader.
- focused on sales staff – various trainings, bonuses, educational programs etc., which motivate staff for higher sales. (Fill 2013, 24)

4.5.3 Personal selling

This type has a greater impact on potential customers and their buying. It not only has an informative character, but the main purpose is also to encourage customers to buy. The scope of personal selling in society is usually lower than in advertising, in addition, this form is very expensive.

The main steps of effective personal selling:

- identification of potential customers,
- form of addressing,
- product presentation,
- refuting of doubts,
- making the deal,
- keeping the customer loyal. (Fill 2013, 24)

4.5.4 Public relations

The role of public relations is to provide and establish good relationships with a key group of public. The aim is to inform or organize various activities and an assumption is a feedback and appreciation from the public.

Basic categories of key groups are:

- employees of the organization,
- owners and shareholders of the organizations,
- financial groups (mainly investors), media,
- inhabitants of the territory,
- representatives, representative bodies and authorities. (Fill 2013, 24-25)

4.5.5 Direct marketing

Direct marketing is focused on a specified segment of the market and clearly defined optimal position. The customer does not have to go to the market to gain the product, but the offer is delivered to them.

Direct marketing can be divided into two groups:

Passive

- **Newspapers, radio with direct response** - the task is to cause consumer reaction on the advertisement. The reaction could be in the form of telephone or coupon.
- **Television with direct response** – a form of short TV spots, where the product is presented and at the same time a contact phone number is shown, where it is possible to order the product.

Proactive

- **Direct mailing** - includes sales letters, envelopes, leaflets, price lists, samples, gifts, survey sheets and other business communication sent by post to the addressee.
- **Telemarketing** - telephone sales with measurable responses. Establishes and develops relationships with customer.
- **Catalogues**
- **New media** – sms mailing by phones, providing information by the Internet, web pages etc. (Fill 2013, 25)

4.5.6 Sponsoring

A form of communication which can be seen as an investment in various activities in a financial or material form. This service is returned to the sponsor as another service, which helps them to realize its communication goals. In the event that reciprocity would not be maintained, it is only a donation.

Sponsors usually support cultural (support for music festivals, theaters, artists, bands, etc.), social (contributions to hospitals, schools, and other associations) and sport (donation of sports equipment, clothing, funds for competitions, etc.) events, which provide publicity. (Pospíšil 2009)

5 MARKET RESEARCH

One of the tasks of this research is to ensure an effective application of communication elements and determine their effectiveness. From the communication point of view this research monitors the potential effect on awareness and the knowledge of customers' opinions. The results are used for planning and improving communication strategies. Moreover, they help to appropriately select individual communication tools. (Bednarčík 2012, 5)

5.1 SWOT analysis

This research form can be used not only for the purposes of business decisions and an assessment of their intentions, but also for analyzing the character of individual elements and processes. This study analyses the strengths, weaknesses, opportunities and threats, thus internal and external business environment. With results the company can evaluate its running, find new growth opportunities and potential problems.

Labelling of elements:

- Strengths
- Weaknesses
- Opportunities
- Threats (Hadraba 2004, 94)

External factors analysis

Includes an analysis of opportunities and threats. The company must monitor **macro environment** (demographic-economic, cultural, social, political, legal, technological, and natural) and **micro environment** elements (customers, competitors, suppliers, distributors, intermediary), which influence the profit.

The task of good marketing is to find and take proper advantage of new opportunities. Marketing **opportunities** relate to the needs and wishes of customers. Their filling and development usually go hand in hand with the creation of profit. We distinguish three basic forms of opportunities. The first is to supply scarce goods or services, this need is satisfiable without much marketing effort, because the market requires the goods by itself. Next is the innovation of existing products, thus those which already exist on the market. We can get proposals for improvements directly from consumers in the form of advice, which will help us to identify possible problems and design the ideal product.

Threats are consequences of adverse developments in an environment. If a situation is not resolved by defensive marketing mechanisms, it may lead to decreasing turnover and profit. Threats are assessed according to the seriousness and frequency. If it is a negligible element, is not necessary to pay it much attention, otherwise, it is important to monitor the threat and create measures before it starts. (Kotler 2007, 97-98)

Internal factors analysis

Every company should be able to evaluate and analyze its **strengths** and **weaknesses**, thus elements of its internal environment. The question is, whether a company should concentrate on its strengths or also consider opportunities which could be taken from weaknesses. The challenge is to find these weaknesses and try to remedy them, or use them as an advantage. The strengths and weaknesses of a company have an impact on both reducing and increasing the intrinsic value of the company. The rate can be measured by its own internal system of evaluation or comparison with competitors. (Kotler 2007, 98-99)

5.2 Questioning

Questioning is the most common method of obtaining information in the process of market research. The basic tool is a **questionnaire**, which can be divided into several phases. In the first phase of the research objectives are identified, thus main points which we will ask for. According to them basic questions are then formulated. During the investigation unnecessary data is removed, which would mean only wasting time and costs. On the other hand, when some questions are omitted, then it is too late to obtain this information. Therefore, it is important to pay close attention to the preparation of a questionnaire. (Foret, Stávková 2003, 33)

Basic questionnaire requirements:

- **Positive impression** - the first impression has an important role, thus the graphic layout of the questionnaire, which decides how it will affect the respondent.
- **The questions** - questions must be clear and transparent.
- **Type of questions** – can be open (with the possibility of respondents to answer freely and according to their opinion) or closed questions (with pre-formulated possibilities of answers) or a combination of both, thus semi-closed questions (clearly defined answers with one extra option that allows respondents to specify their own answers).

- **Distribution and return of the questionnaire** – may be in the form of mails, telephone or personal. (Foret, Stávková 2003, 34-36)

Personal questioning

This is a standardized conversation between an interviewer and a respondent. Questioning always becomes personal in direct personal contact, regardless of whether the questionnaire is completed by the interviewer or respondent. Direct contact represents the difference between personal and written questioning. The advantage is feedback and greater motivation of the respondent to answer. However, the disadvantage is the intensity of time and the financial perspective. (Foret, Stávková 2003, 43)

II. ANALYSIS

6 METHODOLOGY OF THE ANALYTICAL PART

Primary and secondary sources constitute main knowledge for creating a practical part of this bachelor thesis. Information gained directly from co-owners belong to primary source. Their advertising materials and communication channels characterise the brand and its history. The analysis of the brand and its current marketing communication strategy was based on the primary sources.

Another source was based on the answers of respondents, who replied to the questionnaire survey „An Innovation of the Marketing Communication Strategy of the Brand Turbotiger“. The questionnaire survey, methodology and its details are thoroughly described at chapter 9. The questionnaire includes 14 questions and was answered by 184 respondents in total.

The major goal was to find out both what works well in the marketing communication strategy of the brand Turbotiger and what does not seem to be effective enough and therefore, based on the answers of respondents of the questionnaire survey, what should be improved. The proposal of an innovation of the marketing communication strategy was made according to the results of this questionnaire survey and my personal opinions in combination with debate on results.

7 GENERAL DESCRIPTION OF THE BRAND TURBOTIGER

Turbotiger does not mean only a certain brand, it means much more. The brand might be a symbol, connected with a style of life, speed, freedom, fearless exploring the world and everything what can be somehow associated with modern travelling.



Figure 2 - Tiger Express Logo

Source: www.turbotiger.cz

7.1 Basic information about the brand TurboTiger

Table 2 - Basic info about the brand

Name of the Company	Turbotiger
Name of the Service	Tiger Express
Co-owners	Peter Jančovič – executive director
	Aleš Ondrůj – member of board od directors
Date of Establishment	March 2013
Company address	V Zátiši 810/1, Mariánské Hory, 709 00 Ostrava
Identification number	1498088
Subject of Enterprise	Passenger transportation
Contact	turbotiger.cz

Source: TurboTiger co-owner Aleš Ondrůj

The company, which was chosen for the analysis of marketing communication strategy, is relatively new polish company that deals with the transport of passengers from Ostrava to Katowice, Krakow and Vienna. The specificity of this transport is a chosen route, because the sense is to connect the city of Ostrava with the nearest international airports. No one at the market offers direct connection with these places, but TurboTiger.

Turbotiger cooperates and is also contractually bound with other carrier, specifically with RegioJet. All TurboTiger buses are scheduled according to RegioJet trains to create a connection in transport and also must provide same standart of services as the RegioJet. In

total, the company has several tens of employees and their number still increases with a transport development.

7.2 History of Turbotiger

At the very beginning, there was a consideration of two senior employees of Student Agency, who wanted to fill a gap in the transport market. The idea was born on the knowledge of Ostrava region and its bad availability to foreign destinations. Mosnov, the airport of Ostrava, offers only limited low-cost flights, and thus significant number of people must use other airports.

The idea was to fill up a market niche, thus create direct transport links between Ostrava and the Polish airports in Katowice and Krakow and also between Ostrava and Vienna airport, because transport market at that time did not offer anything like that.

After acquiring valuable experience during the work for successful Czech carrier and a positive response of the public, based on marketing research, the couple decided to create their own firm.

The company was established by Peter Jančovič and Aleš Ondrůj in 13th March 2013 in Poland, but based in Ostrava. The firm began with only two employees and two silver cars vans. The first regular lines were those from Ostrava to Katowice and back twice a day. In the following weeks were added another lines from Ostrava to Krakow and later Ostrava – Vienna, which led to the expansion of the fleet. After a few months were added vehicle stickers and the brand of Turbotiger was on the road noticeably recognizable.

Due to the increasing popularity among passengers, turbotiger must nowadays use seven minibuses and two buses to meet customer's needs. For example, the connection Ostrava-Katowice is scheduled seven times a day. These days, it is necessary to use the services of several tens of employees for reliable operation.

In November 2014, Turbotiger enlarged its portfolio and put new polish stations in Rybnik and Gliwice into the regular lines.

7.3 Tiger express

Tiger express is a concrete service, thus the main activity of the brand Turbotiger. The service includes not only regular transport from a point A to a point B in a chosen term, but also an additional service, which increases its comfort.

Development

The primary service, thus the transport, requires weeks of planning before it is possible to run a regular line. Firstly, it is necessary to ride the entire route several times, preferably in different stages of traffic jam to compare times needed for the transport. It is also necessary to be ready to react to any circumstances, which can appear on the highway. Therefore it is needful to have detour for any part of the highway. The time length of the route is thus specified with a reserve, because a significant part of the passengers use Tiger express as a means of transport, which can get them to a flight or a train.

Destinations

Figure 3 shows a field of activity of Tiger Express which consists of three main routes.

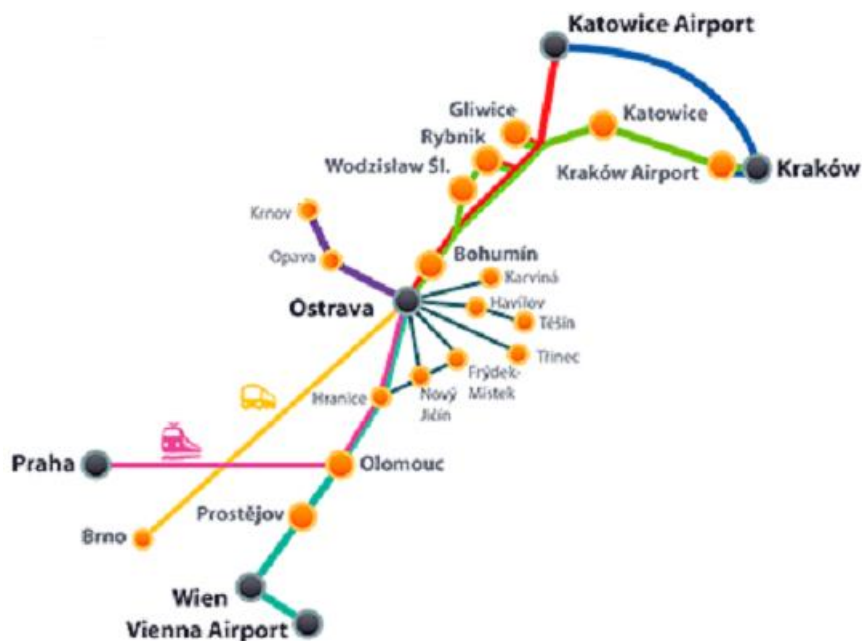


Figure 3 - Tiger Express stops

Source: www.turbotiger.cz

Stations of three main lines:

A – Ostrava – Bohumin, Gliwice, Rybnik, Katowice airport

B – Ostrava – Bohumin, Gliwice, Rybnik, City of Katowice, Krakow airport, City of Krakow

C – Ostrava – Vienna airport, City of Vienna

All other stops which are in figure 3 are listed in the regular schedule, but buses or minibuses stop there only in the case of an order. The most frequent is the polish line to

Katowice airport, which ensures the transport seven times a day. The service also states that in the case of delayed flight the line can wait for 30 minutes. Turbotiger also offers an additional charged service when minibus picks passengers up at the place they choose.

Onboard service

Turbotiger is contractually committed to keep high standard of its transport partner RegioJet:

- Free coffee and bottled water
- Snacks and sweets
- Magazines
- Air conditioning
- Wifi Internet
- 230V plugs



Figure 4 - Boarding service

Source: www.turbotiger.cz

Distribution

The service is on a massive scale used by foreigners, who can find tiger express on the internet anywhere in the world and after online payment simply print out their travel ticket. In a case of problem, tickets can be booked through customer lines in the Czech Republic or Poland and subsequently paid during the boarding.

Due to cooperation between Turbotiger and other carriers like Student Agency and Regio Jet, it is possible to buy a combined ticket for the journey between Krakow, Katowice, Prague, Olomouc and Brno directly on the website of the Turbotiger.

7.4 SWOT analysis of the brand Turbotiger

Based on the findings of the selected company I have compiled the SWOT analysis comparing factors both positive and negative. The analysis includes internal factors of the enterprise, such as Strengths and Weaknesses and also external factors that are represented by Opportunities and Threats. Each individual item has an index with a certain value. The greater the value, the more important role has the item for the company and its operation. At the same, the total index value for each section is 1.

Table 3: Turbotiger SWOT analysis

Table 3 - Turbo Tiger SWOT analysis

SWOT analysis			
index	Strengths	Weaknesses	index
0,4	Uniqueness	Fluctuation	0,4
0,3	Cooperation	New brand	0,3
0,1	Appearance	Drivers	0,2
0,1	Price	Promotion	0,1
0,1	Owner		
1			1
index	Opportunities	Threats	index
0,5	New locations	Known carriers	0,5
0,3	New partners	Expensiveness	0,3
0,1	Technology	Political situation	0,1
0,1	Cities support	Financial crisis	0,1
1			1
Positive		Negative	

Source: Own analysis

7.4.1 Strengths

In my opinion, in a comparison of internal factors, the company has more strengths than weaknesses. At least, when talking about the number. First of all, uniqueness of the service can be the strongest thing of this section, because no one at the market of public transport offers the same regular transport and no one connects Ostrava with Katowice, Krakow and Vienna without changing any other means of transport and with so high standart of onboard service. It is worth mentioning, that this market niche was a first impuls of the project Turbotiger.

The second factor is about cooperation between the company and other carrier, specifically RegioJet and its trains. With this cooperation Turbotiger can connect its locations with locations secured by RegioJet and in the result they can offer extra service. Turbotiger lines follow the RegioJet trains in Ostrava and it works also the other way around. Airport of Katowice offers to Turbotiger’s buses extra spot with no fees, because it is in its own interest to have more passengers.

As a third factor which is considered as a strong is a visual aspect of every mini-buse and bus. All vehicles have on their surface colours which attract an attention, raise questions and bring to mind a tiger. This look is on the road extremely striking, so almost

everyone sees it including info about destinations and prices, which is also on the surface.

I considered last two strong factors as equal on the scale, but not so important as previous one. The price is a strong part of the company and it definitely helps to get more passengers, who would pay for the service. I evaluate that the owner is not only the owner, but he also participates in the daily running of the company.

Based on the findings of the SWOT analysis, the company has five strengths in comparison with three weaknesses and in this case the company can feel rather strong.

7.4.2 Weaknesses

Turbotiger was established only two years ago, thus it entered the transfer market recently. That is in my opinion fact, which still influences the company. It takes a time to find new customers and it takes much longer to make them loyal via perfect service. The service surely already got partly into the awareness of people, but it must still get through this period of time before it will be well known and before it becomes the one by years verified.

Second factor I assume as weaknesses is high fluctuation. I would say it might be even bigger problem than short time on the market. The quality of service and satisfaction of customers are points, which are responsible for building a name of the brand. New employees do undoubtedly more mistakes and do worse service, than their experienced colleagues. Personnel of the Turbotiger are also partly comprised by students, because they are usually satisfied with fewer amounts of money than someone who already does not study. The average length of employees is not more than a few months and that might be dangerous, because people have tend to spread bad experience more than the good one.

The third point, I think can be seen as a weak, are drivers. Turbotiger employs mostly students and young drivers, who are not much experienced in driving. This fact might have an effect on the service. Driving is not comfortable and passengers might not feel safe. Moreover, the drivers have sometimes too long shifts and look tired.

Due to high initial expenses at the beginning of the project and high operation expenses, Turbotiger cannot invest much money into the promotion. That is what I assumed as another weakness. Turbotiger is promoted mainly through the internet, because of its low expenses. The company at the beginning held promotions on the frequent places such as shopping centres or trains stations and now relies more on the effect of great service.

Positive point of view is that the number of internal factors, thus the number of strengths is higher than the number of weaknesses. Nevertheless, the company should try to decrease its weak points.

7.4.3 Opportunities

As the most important element among the opportunities is in my opinion the possibility of new locations. Especially in the foreign territory where operates no or weak competition. Thus taking an advantage of other potential gaps, which can appear on the transport market. Through satisfying transportation needs will be enhanced scope, brand awareness and influence on the market.

Another external factor I assume that might be chance is making an agreement with other carrier. At the same time one potential competitor disappears and the business can have new possibilities of profit. Offered lines in cooperation with another carrier can be much longer and can reach even more locations in more countries. In the result it makes the service more complex.

Few months ago, Polish city Rybnik showed an interest in regular transporting passengers from the city to international airports by the company Turbotiger. This supports from cities might guarantee demand for the service on their territory and surely this offers should be considered.

The same high of index was given also to technological part, which is an integral part of carriage. Developments of engines have in generally tend to be improved in the way of economy and in the result it should save money for the car owners.

7.4.4 Threats

In the column of threats we can count same number of factors as in the section of opportunities, thus external factors seem as equal. As the biggest threat might be entering the market by known carriers, which I evaluated by the highest index 0,5. The influence of potential competitors might cause outflow of the significant number of passengers, who currently use on the route service of Tigerexpress. The better-known competitor, the greater impact would the entering have.

Definitely should not be overlooked another external factor which, with few exceptions, causes carriers more wrinkles than smiles. The factor is direct transport expenses, specifically fuel prices, which have more tend to rise than fall. The expenses also

include charges for tolls, which are particularly on polish territory part of every ride. Moreover, the system of polish tool should be changed in the near future.

The last two threats, thus the political situation and the financial crisis I rated the same index of 0.1. The political situation is a threat in the sense of current tensions in the East of Europe, which may spread across Europe and the emergence of other war areas certainly does not help the tourism and the tourism is one of reasons, why people use Tigerexpress to get to the airports. Financial crisis is a great theme of recent years and it surely does not help the traveling.

8 ANALYSIS OF THE CURRENT TURBOTIGER MARKETING COMMUNICATION STRATEGY

This part of the thesis deals with the analysis of the current marketing activities which the transport company Turbotiger uses. Individual marketing communication tools are an essential part of every enterprise. Nowadays, there is a strong competition in the market. Therefore it is important for every individual business to be able to find an effective way how to draw an attention to itself.

Turbotiger has a unique transport offer. Although the Turbotiger is a novice in the field of transport, its competition in Ostrava is minimal and the firm tries to make the most affordable forms of marketing communication. Regarding the company's budget on marketing communication, due to the high initial cost, it is not too costly.

Turbotiger does not employ any worker that would deal with issues related to marketing communications. All these activities are in charge of co-owner of the company and his longtime experience in transport gives him an advantage. His aim is not only to attract new customers, but mainly to convert them into loyal.

Among the most commonly used tools of the Turbotiger communication mix can be included advertising and sales promotion. The most frequently used means of advertising are the internet and visual advertising. Regarding sales promotion, company bets on a special offer of cheaper tickets. Individual communication tools used by the company are described in more detail in the following subchapters.

8.1 Analysis of an advertising

Logo

Logo is one of the most important elements of an advertising and a promotion is an important part of every company. It is graphic symbol that represents corporate identity, image and design. If the proposal of a company's logo is good and creates certain awareness of the brand, then may help to sell and also subliminally influence customers.

The logo of the carrier constitutes a cartoon tiger in combination with the company name. The color of the tiger and the name is partly a distinctive orange, thus protruding appearance, which draws attention. Also a picture of cartoon animals as a symbol is more memorable than a pure inscription.

Tutbotiger website

At the present, one of the most popular and essential marketing communication tools of every company is the internet. Analyzed company has its websites on www.tigerexpress.eu/cs/, where customers can find a variety of important and interesting information. Positive fact is, that websites are done in three languages: Czech, Polish and English. Website is despite the high number of pictures rather uncluttered, but maybe it would not hurt to remove some figures and substitute them by more text. With the distinctive orange background are pages easy to remember.

Homepage selection contains some basic and important sections: booking system, our offers (destinations, additional services), schedule (time of arrivals and departures), quality and comfort (boarding service), prices and discounts, tigertravel (events, places to visit), useful info (guide of website, travel advice) and contact.

The section contact contains a form for any inquiries. Visitors can express their opinions, what they like, dislike, share their comments, orders, book the line etc. There is also a link on turbotiger facebook page.

In my opinion, the structure and design of websites do not need any major changes. Websites are clear and practical and may help to the brand to improve its image.

Facebook

Facebook represents an extensive social web system, which used for creating social networks, communication between users, sharing of multimedia data, maintaining relationships and entertainment.

The social portal seems to me as a very good marketing communication tool because it is nowadays used by lots of mostly young people. As well as on the website of the carrier are here basic information, photographs, etc. Another possible way how to use facebook is a discussion, which may in some way identify gaps in the service. The advantage of these discussions for many fans is impersonal method of communication that can remove some communication barriers.

When looking at the number of members of the fanclub page (909 on February 2015), it is evident that the company is not yet as well known as other carriers (RegioJet has over 55 000 on February 2015). On average, the website is updated several times a week (different images, photos, quotes, events, etc.), but maybe it would not hurt to increase the activity, because in comparison with other carriers, three times a week is below an average.

Advertising stickers

All Turbotiger vehicles are marked by stickers that clearly identify the car in every situation. It works not only as an identifier for the passengers but also as an advertising banner for all road users, whether they are drivers, passengers or pedestrians. The stickers make the cars half orange and half black as are colours of the brand, but also contain information about the destination where turbotiger goes and it also mention the price.

Advertising at stations

Advertising at stations serves primarily as a distinguishing mark for passengers, so they know where the stop exactly is. In generally, this advertising has a timetable with the logo on the the pillar, similar as city bus lines have. However, in certain stations (Krakow) are also located huge billboards, which would be useful also at other stations, but unfortunately they are not available yet.

8.2 Analysis of sales promotion**8.2.1 Discounts**

It is the most common and verified method that carriers use and which is based on a simple principle. The sooner you buy the ticket, the more you save. Turbotiger also offers group discounts.

8.2.2 Pick up

As a big plus in comparison with other carries I consider the possibility of paying for extra service. In this case, the bus can pick up or drop off passengers on places, which are not oficial stops of the line.

8.3 Analysis of direct marketing**Direct marketing**

In case of interest can customers get emails with actual discounts and info about other news.

Telemarketing

A part of direct marketing is passive telemarketing, which is connected with the booking and providing information about the service. Customers who do not have the internet at the moment or need something to explain, can call the customer service lines, which are situated in Czech and Poland.

8.4 Other forms of marketing communication

Besides the forms of marketing communication mentioned above, turbotiger uses business cards that are placed in pockets at all seats of buses. Cards include company's logo and phone contact for customer lines in Czech and Poland.

9 RESULTS OF THE QUESTIONNAIRE SURVEY

The following section of this bachelor is dedicated to the questionnaire survey, which focuses on the marketing communication strategies of the brand turbotiger. This is a key part of the thesis and includes reactions, opinions and other information of respondents.

Respondents were contacted electronically, mostly through the social network Facebook, or by an email. For creating the questionnaire I used Google Docs. The system allows everyone to easily create a construction of questions and to share it.

At the very beginning of the questionnaire survey I described myself, reasons and goals of the research and expressed my thanks for respondents help. The questionnaire includes 14 questions. Access to a few questions depends on previous answer (if someone does not know the turbotiger, then a few questions are omitted). The questionnaire was made in two languages: English and Czech, because a considerable part of turbotiger passengers are people from abroad. The total number of respondents is 184 and 22 out of them answered the English version.

9.1 Evaluation of the questionnaire

The following part deals with the evaluation and presentation of the results obtained from the questionnaire. For a better orientation were summed data from questionnaires given to graphs.

9.1.1 Gender

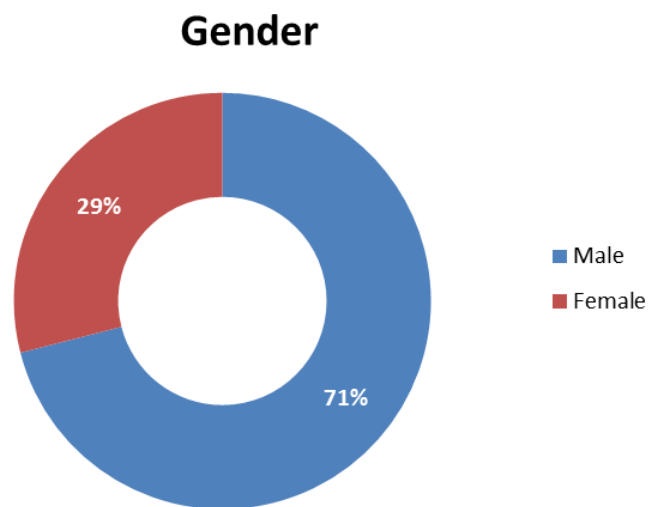


Figure 5 - Gender

Source: Own research

Figure 5 clearly shows, that majority of respondents were male. When talking in exact numbers, representation of male constitutes 131 men, whereas representation of female comprises only 29%, thus 53 women.

9.1.2 Age

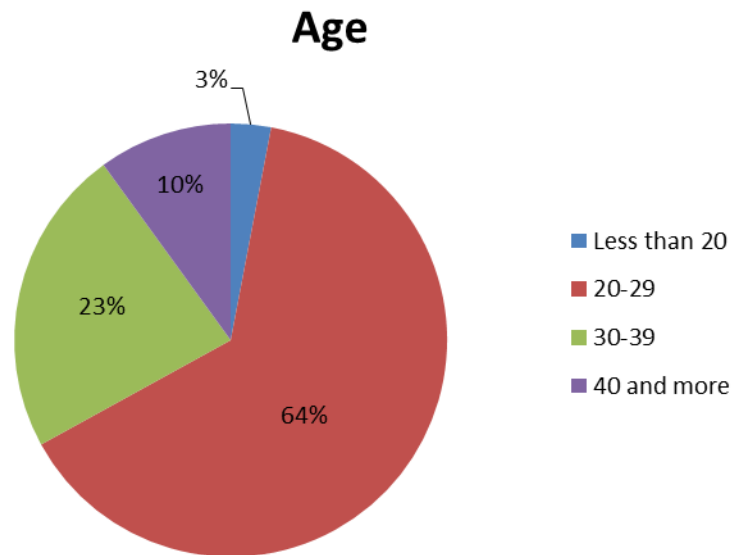


Figure 6 - Age

Source: Own research

As I had supposed before I started to do the research, most of respondents belong to the age category 20-29, specifically 64% and it means in language of numbers 118 respondents. Range 30-39 years old is also strong category, which has 42 members. The youngest and the eldest categories are quite small and represents only 3%, respectively 10%.

9.1.3 Do you travel abroad at least once a year?

Do you at least once a year travel abroad?

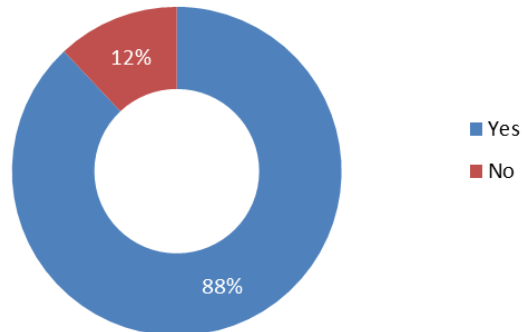


Figure 7 - Travel frequency

Source: Own research

According to the respondents answers, the vast majority travels abroad. This result was expected, because a lot of respondents were students and young people, who have tend to travel the world, work abroad during the summer. Moreover, czech people in generally go to the vacation to the sea and that might explain so high number of travelers also in other age categories. It total, the group of people who answered „Yes“ belong 88%, that means 162 people. On the other hand, travel frequency less than once a year admitted only 12% and that represents 22 people.

9.1.4 Do you know a brand Turbotiger?

All respondents had only two possibilities: „Yes“ or „No“. Respondents from the „No“ category skipped another detailed questions about the Turbotiger brand.

Do you know a brand Turbotiger?

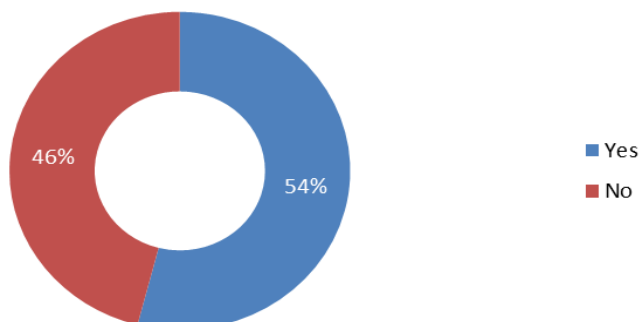


Figure 8 - Brand awareness

Source: Own research

In this figure is visible, that company is quite young and that year and a half is not enough to touch broader surroundings fully. As the pie says, only little bit more than a half of respondents is familiar with the carrier Turbotiger. The exact ratio of percent is 54% for „Yes“ (99 respondents) to 46% (85 respondents). Although in previous figure is visible, that majority of respondents regularly travel, not all of them have an awareness about Turbotiger. The reason might be, that many destinations are covered by flights from Prague, Brno and Ostrava, whereas TigerExpress uses mainly demand of flights from Vienna, Katowice and Krakow. Moreover, many trips are done by other means of transport, which excludes necessity of Tigerexpress. In comparison with previous figure, 96% of those who knew Turbotiger also travels.

9.1.5 Where did you get the very first information about Turbotiger?

This question was only for respondents, who answered „Yes“ to the question if they know Turbotiger.

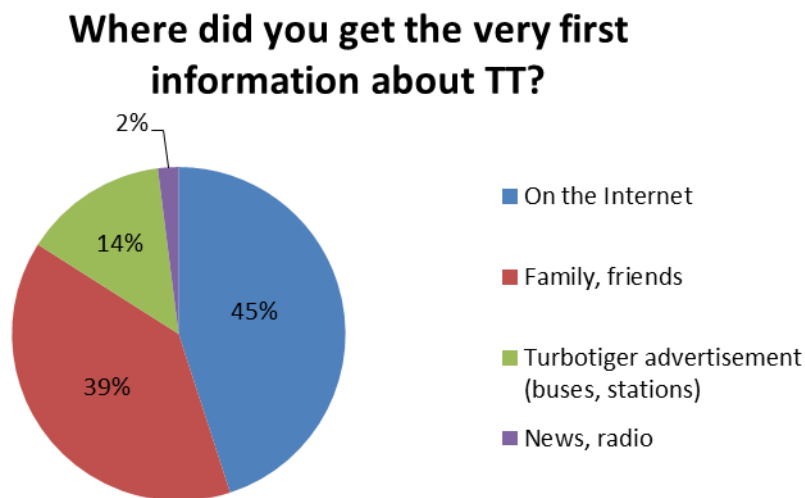


Figure 9 - Source of Turbotiger awareness

Source: Own research

This graph was not so big surprise, because most respondents and almost a half (45%) answered that the very first info about Turbotiger came from the internet. That is logical, because Tigerexpress is between online offers, thus when someone seeks connection between certain locations, he should see a reference to Turbotiger. On the other hand, this figure shows a huge influence of family and friends references (39%), which usually say much more about the service. It is not secret, that dissemination of the info through experienced passengers is an intention of the company, because it is one of the cheapest

marketing way, how to popularizes the service. However, quite nice effect has an outdoor advertising as stickers on all buses, which engaged 14% of all respondents with knowledge about the brand. In comparison with this three groups of responses is a ratio of news,radio (2%) negligible. On the other hand I did not supposed any percent for this option hence the company does not invest into this kind of marketing communication.

9.1.6 Do you have a personal experience?

This question was only for respondents, who answered „Yes“ to the question if they know Turbotiger.

Do you have a personal experience?

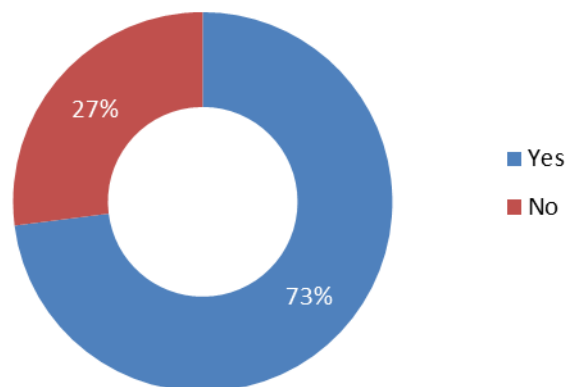


Figure 10 - Experience

Source: Own research

I colleged data and answers also from Turbotiger facebook fan page. That affected the ratio of the answers on this issue. Nearly three quarters (73%) of respondents have a personal experience with the service of TigerExpress, which resulted in 72 experienced passengers, whereas other side, thus group without an experience, constitutes only little bit more than one quarter (27%). This dominance of „Yes“ answers was important for following questions, because they are based on the passengers experience.

9.1.7 How many times have you used Tiger Express?

This question was only for respondents, who answered „Yes“ to the question if they have a personal experience with the service.

How many times have you used Tiger Express?

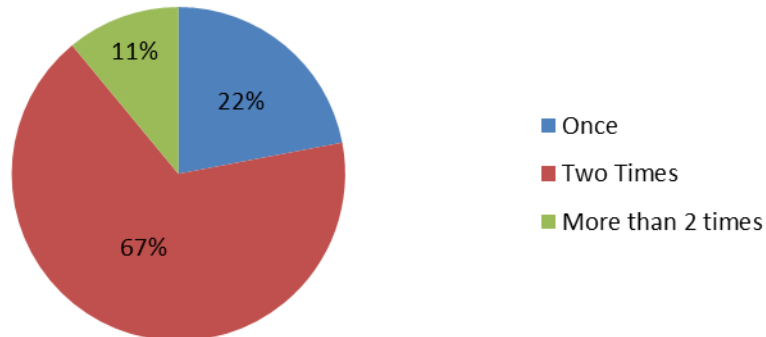


Figure 11 - Level of experience

Source: Own research

For a first view this figure might look little strange, because the most respondents claimed, that they used the service two times. That answer comprises almost three quarters (67%). However, the explanation of the phenomenon is obvious in this case. Most of passengers go back in a relatively short term, therefore they have return tickets, thus two experiences. The graph then shows two visibly smaller groups, which surround our the most frequent answer. Whole 11% might be called as loyal passengers, because their usage of the service was recorded more than two times. Second biggest section constitutes the answer „Once, which was chosen by 22% of respondents with personal experience.

9.1.8 How would you evaluate the attitude of the staff? (5=the best)

This question was only for respondents, who answered „Yes“ to the question if they have a personal experience with the service.

How would you evaluate the attitude of the staff? (5 = the best)

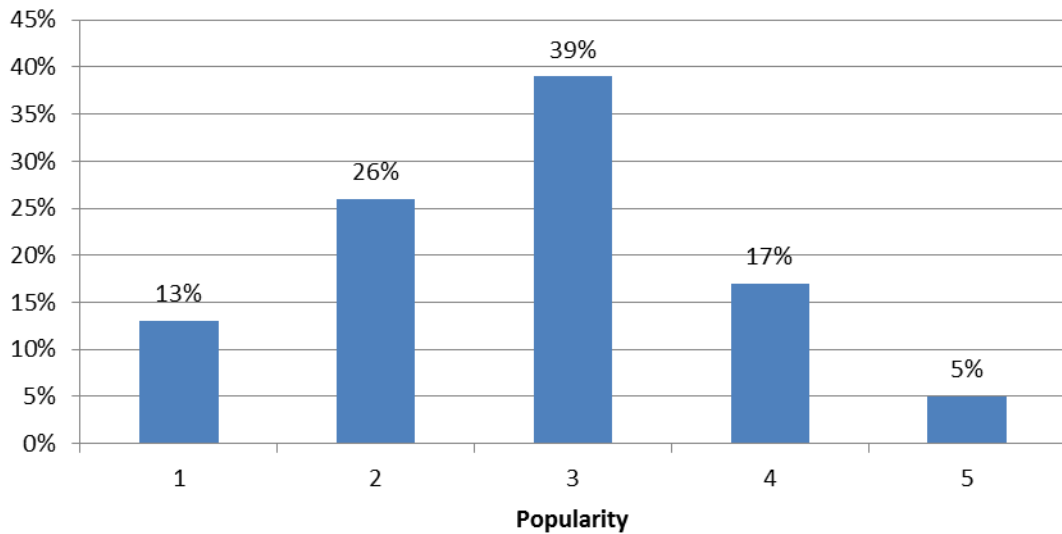


Figure 12 - Satisfaction

Source: Own research

Concerning satisfaction with the staff, the largest group (39% of all respondents) opted for the average mark 3. When comparing sides, which are in their decision more specific, negative views to the staff work extensively predominate. The ratio of negative to positive attitudes is 39% to 23%, which with a bit of skepticism makes the ratio of 2 to 1 for passengers who were not satisfied.

I would see an explanation in the employment policy of the company, which has no permanent staff and all contracts are short-term employment agreement. In combination with this factor plays against excellent service another, probably more important factor and it is fluctuation. Average employee work for the company few months or less and it definitely does not help the service and its stabilization.

9.1.9 Boarding service you were offered:

This question was only for respondents, who answered „Yes“ to the question if they have a personal experience with the service.

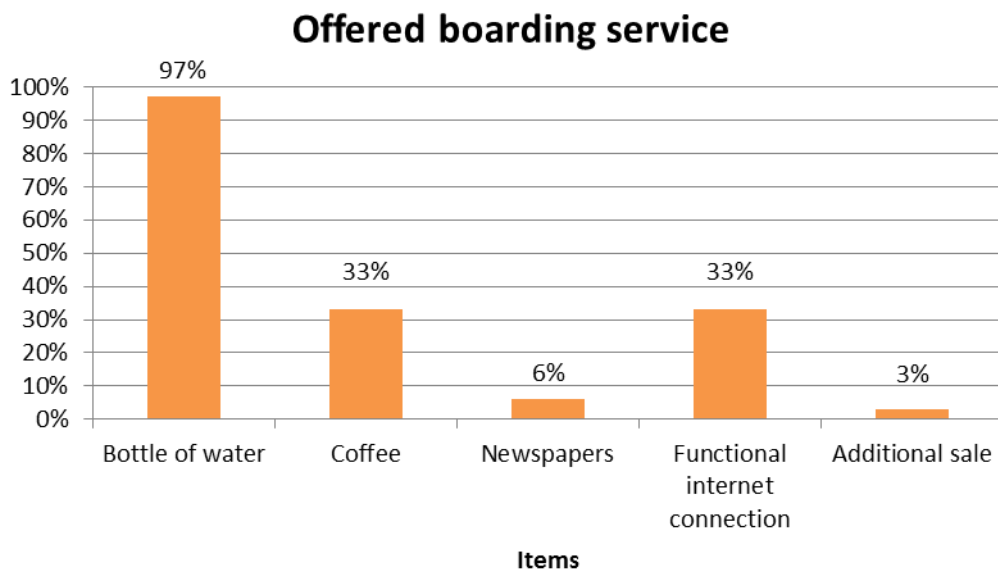


Figure 13 - Boarding service

Source: Own research

After results from previous question this graph does not seem to be a such surprise. Almost every passenger got or at least was offered a bottle of water (97%). Till here the service looks well, but from that point we can see the reason of non satisfied passengers. Every other item is offered rather exceptionally or sporadically. Only one third of respondents claimed, that they were offered a cup of coffee or that the internet connection was available. Items as newspapers and additional sale are almost zero. One of explanations I see is that drivers/ stewards are might under the time pressure and that may be a reason why the service suffers so much, but this is definitely something what should be improved.

9.1.10 Would you recommend Turbotiger to your family, friends, etc.?

This question was only for respondents, who answered „Yes“ to the question if they have a personal experience with the service.

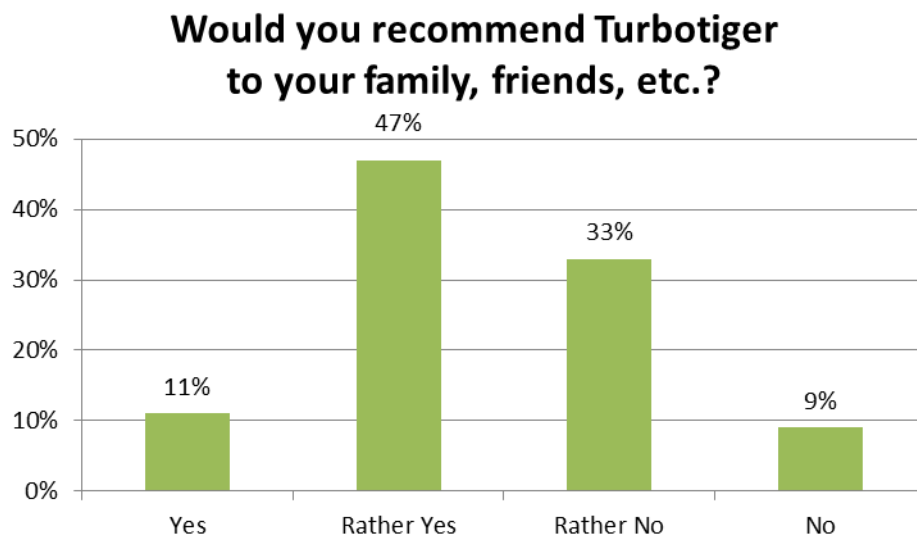


Figure 14 - Recommendation

Source: Own research

Although previous two questions shows some shortage in the service, more respondents still prefer recommendation to their family, friends etc. Whole 58% of respondents evaluate the service good enough for recommendation, whereas 42% have an opposite view. As a reason might be the connection itself, because the market does not offer anything like that and people appreciate it more than cup of coffee etc.

9.1.11 Do you like the way of Turbotiger promotion?

This question was only for respondents, who answered „Yes“ to the question if they know Turbotiger.

Do you like the way of Turbotiger promotion?

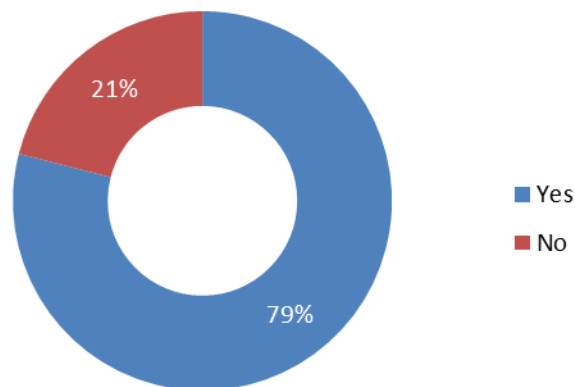


Figure 15 - Promotion

Source: Own research

Majority of respondents like the way of Turbotiger promotion. In the language of numbers, whole 79% answers expressed satisfaction with the way of promotion, whereas 21% answers claimed the other way. With this result the company does not have to change a lot in the way it promotes itself, because most of repliers like current promotion. Of course, satisfaction with a promotion is an individual view of the matter and it is hardly possible to please everyone, therefore the company should keep its 79% with current way of promotion.

9.1.12 How much do you like Turbotiger promotion?

This question was only for respondents, who answered „Yes“ to the question if they know Turbotiger.

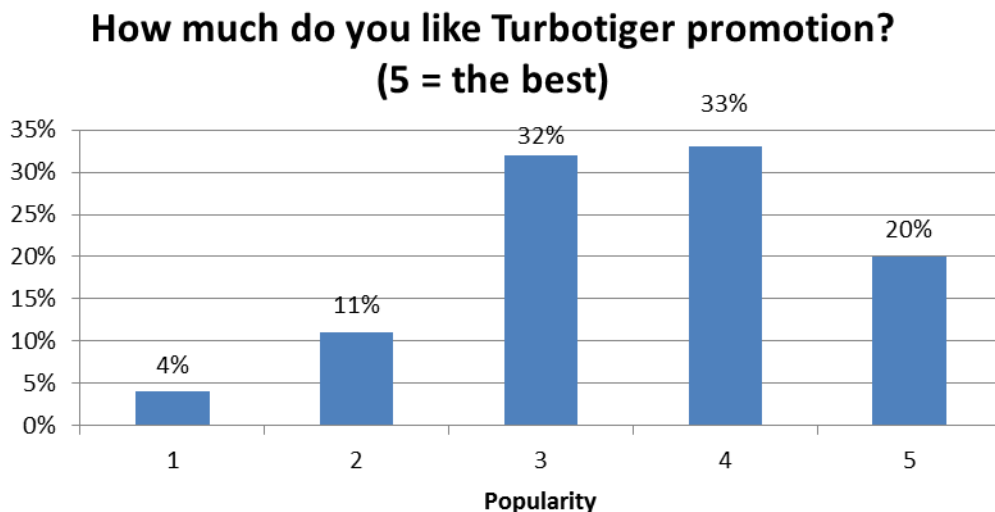


Figure 16 - Promotion popularity

Source: Own research

Figure 16 proves us previous question, because most repliers really like Turbotiger way of promotion. Whole 85% of answers are positive. The graph shows us two biggest and almost equal columns, which represents satisfaction of third and fourth level. Fifth column, which expresses full satisfaction of promotion was chosen by 20% of respondents and it is not very impressive. The company should change the promotion, to increase the number of fifth column through satisfying some people more. The third and fourth levels of satisfaction make almost two third of replies, thus people who do like the promotion. Only 4% are against current promotion and it was assumed.

9.1.13 What is in your opinion the best way for Turbotiger promotion?

What is the best way for Turbotiger promotion?

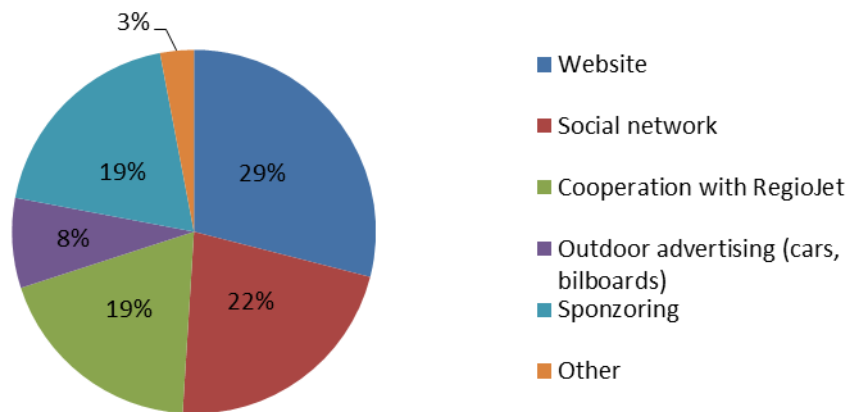


Figure 17 - Appreciation

Source: Own research

Results of this graph seems to me very important, because this answers should show what people prefer when talking about promotion. Respondents had 6 options and the most frequent answer gained 29%. In this modern age it is not surprise, because collecting info about products or services firstly on the internet becomes more and more natural. Age of the internet was also proven by option social network, which was marked by more than one fifth of respondents. It is worth mentioning, that connecting company's name with a name of stronger carriers has a possitive effect for almost one fifth same as the option of sponzoring. Another two possibilities reached 11% together.

9.1.14 What influences your choice the most?

What influences your choice the most?

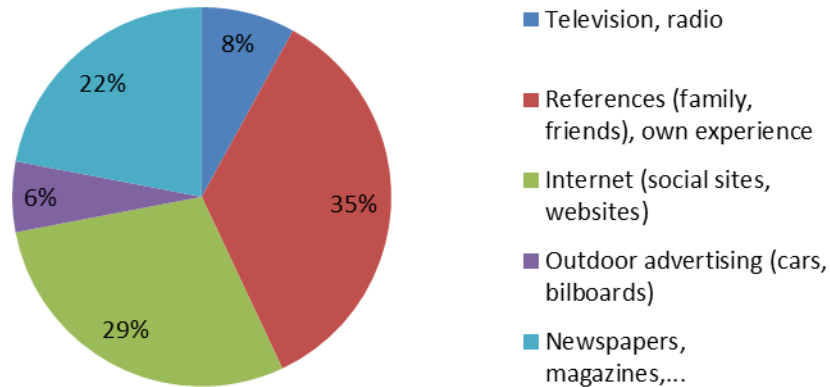


Figure 18 - The most influential promotion

Source: Own research

Last question I analyzed has a high importance for me, because respondents had to choose one from five options, which influence them the most. As the graph shows, most of repliers trust references from their family members, friends etc. Almost one quarter of repliers marked the internet and a third big group, which was chosen by 22% of respondents, put the trust in newspapers, magazines etc. On the other hand, at the bottom of the chart are outdoor advertising, and television, which have only 14% together.

10 INNOVATION IN THE MARKETING COMMUNICATION STRATEGY OF THE BRAND TURBOTIGER

The last chapter of the thesis is devoted to innovations in the marketing communication strategy of the brand Turbotiger.

My goal was, through an analysis and questionnaire survey, to identify the current marketing activities of Turbotiger, to find out customer opinions and satisfaction and based on this to raise some proposals which might help the company in the field of marketing without large financial investments.

- Human resources

Based on the analysis and questionnaire survey, the proposed changes should relate primarily to employee policy and work with human resources. Quality work is the basic building block for success in the field of services and therefore it is not the best solution to look for savings at this point because it devalues all other aspects, which should help the brand in building.

One of the points is to focus on reducing the fluctuation of staff levels, which has an adverse impact on creating an effective and reliable team of employees. This point coincides with the quality of service, which can hardly be done at the same level of quality by inexperienced personnel as by someone who has done their job for a long time and is already familiar with all procedures and situations. If I remember well from seminars, only two out of ten of satisfied customers will share their experience with family, friends etc. In contrast, a dissatisfied customer does more harm than a satisfied one does good, because dissatisfaction is shared by eight out of ten clients.

The new company, without significant funds, will probably not be able to deal with staff turnover by a significant increase in workers salaries. However, it can certainly constantly train the workers. That then supports both the quality of service, which reflects the amount of profit, and reduces the stress of employees, which comes in situations they are not able to handle

- Sponsorship

The survey shows that Turbotiger is not a well-known brand and therefore it is necessary to use as many marketing communication ways as possible to reverse the negative development. One of them might be sponsorship, which in the questionnaire survey was chosen by almost one fifth, thus a considerable part, which is worth working with.

Sponsorship, without higher funding, may seem to be pure nonsense to the company, which would be true in the case of a payment for a banner, for example at a sporting event. On the other hand, in the particular service that is provided by TigerExpress, I would see the possibility of using sponsorship without a high financial burden. The answer is in providing that service.

An ideal opportunity to increase brand awareness might be a donation of the service to a ball party as a prize for a raffle (e.g. a trip to Krakow), which may provide another few hundred people who are familiar with the brand. TigerExpress lines are rarely full, so the cost of two other people in the car is practically only two bottles of water, two coffees and a negligible increase in the consumption of fuel due to a higher load.

- Direct marketing

The company Turbotiger uses a proactive form of direct marketing, specifically direct mailing to maintain contact with regular passengers and send them discount offers in an electronic form. I personally appreciate this form of communication and I would include a small addition, which would check the level of passenger satisfaction. That would be in the form of a questionnaire which would answer questions about if a full boarding service was offered, staff attitude, delay etc. This might be useful feedback for the company.

- Advertisement

As I have already noted, the research has shown that it is necessary to make a serious effort to raise awareness of the brand and the service. If we follow the requirements for low cost advertising, we can still focus on creating the brand's own promotional materials with the company logo. These materials would include permanent and current offers and contacting the customer service line. The most important point of this advertisement is the distribution of the materials, which should be done in appropriate and busy places such as universities, libraries etc.

- Internet

Nowadays, an almost indispensable component for the business is internet activity, without which the business can barely work. Turbotiger has its own webpage, which is well designed, all information is well sorted into the given sections and moreover, the webpage has a distinctive orange background which makes it easy to remember and recognize. In addition, the webpage is made in three languages (Czech, Polish and English) and it seems more than enough to me. The only thing I would point out is the prices. The only way to

find a price is to choose an exact connection with the date and so on. I would appreciate a price overview, which would help in quick orientation.

The second, nowadays also integral, part of internet activity is to administer pages on social networks. Turbotiger administers its own page on Facebook, where it has hundreds of followers. Surely that is a great move, the only thing I would add is to update the page more times a week than it is done now. In comparison with people following the pages of other carriers, the activity is visibly smaller.

CONCLUSION

Market research is a very important tool in the modern era that helps companies to obtain the necessary information for subsequent marketing decision-making, thereby strengthening the company's position on the market and thus influencing the basic principle of each company – profit. This information is needed because at present companies struggle for every customer and with increasing competition it is necessary to get information about customers' wishes, needs and preferences. That is the fact why market research is used more frequently.

This bachelor thesis deals with the current marketing communication strategy of an international transport company, Turbotiger, and its impact on customers. The main aim of the thesis is to analyze the strategy and to suggest possible changes that would positively influence the brand. Based on acquired knowledge, I made a SWOT analysis of the company describing the strengths and weaknesses of the company and also the threats and opportunities in the market the company focuses on.

Through the analysis of the company's activities, I identified its shortcomings and proposed possible changes. One of Turbotiger's biggest problems is low awareness of the brand, thus an insufficient promotion. A small number of existing customers results in low sales. Another weakness is in connection with human resources.

The final objective was to recommend an efficient marketing communication strategy for the company. To create the recommendation I used the information gained through the SWOT analysis and the questionnaire survey.

In the last chapter I described concrete proposals, which must reflect the real financial opportunities of the start-up enterprise. The first suggestion is to improve an employee policy, thus an employee selection, because they contribute significantly to the marketing activities. A bad employee not only discourages a customer from reusing the services, but worse off, they help competition. Also, I propose that an appropriately chosen system for the distribution of promotional materials can dramatically increase awareness of the brand and its service. Then, I recommend using the form of sponsorship, which does not necessarily mean high financial costs as is described in the very last chapter. Furthermore, I suggest that extension of the current direct marketing can work in a good way to increase the loyalty of regular customers. As it is said, the facts are clear and now it depends solely on the management of the company as to whether they use the proposal for the marketing communications strategy or not.

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LIST OF ABBREVIATIONS

AMA	American marketing association
B2B	Business-to-business
URL	Uniform Resource Locators
www	World Wide Website

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APPENDICES

P I A questionnaire survey An Innovation in the Marketing Communication Strategy
for the brand Turbotiger – Czech version

P II A questionnaire survey An Innovation in the Marketing Communication Strategy
for the brand Turbotiger – English version

APPENDIX P I: AN INNOVATION IN THE MARKETING COMMUNICATION STRATEGY FOR THE BRAND TURBOTIGER

Vážené kolegyně, vážení kolegové,

mé jméno je Michal Skuplík a jsem studentem třetího ročníku bakalářského studia Univerzity Tomáše Bati, oboru anglický jazyk pro manažerskou praxi.

Má bakalářská práce se zabývá marketingovou komunikační strategií značky Turbotiger. Cílem mé práce je navrhnout inovace v současné marketingové strategii společnosti a analýza dotazníkové šetření je jedním z klíčových bodů mého výzkumu.

Dotazník je anonymní, neměl zabrat více než čtyři minuty a bude sloužit pouze pro akademické účely. Prosím Vás o pravdivé zodpovězení otázek.

Předem děkuji za Vaši spolupráci a čas, který dotazníku věnujete.

Michal Skuplík

- 1. Cestujete alespoň jednou ročně do zahraničí?**
 - a. ano
 - b. ne
- 2. Znáte značku Turbotiger?**
 - a. ano
 - b. ne
- 3. Jakým způsobem jste se o značce dozvěděli?**
 - a. z novin, rádia
 - b. od přátel, rodinných příslušníků apod.
 - c. z reklam Turbotigeru (potisky na autobusech, stanicích)
 - d. z internetu
- 4. Máte se službou Turbotiger - TigerExpress osobní zkušenost?**
 - a. ano
 - b. ne
- 5. Kolikrát jste službu TigerExpress využili?**
 - a. jednou
 - b. dvakrát

c. více než dvakrát

6. TigerExpress garantuje vysoký standart palubního servisu. Které z položek

Vám byly opravdu nabídnuty?

- a. láhev s vodou
- b. káva
- c. noviny
- d. funkční wifi
- e. dopňkový prodej

7. Jak byste ohodnotili přístup personálu?

Vůbec se mi nelíbí 1 - 2 - 3 - 4 - 5 Líbí se mi velice

8. Doporučili byste Turbotiger vašim známým, rodině apod.?

- a. ano
- b. ne

9. Líbí se Vám způsob, jakým se Turbotiger propaguje?

- a. ano
- b. ne

10. Jak moc se Vám tento způsob propagace líbí?

Vůbec se mi nelíbí 1 - 2 - 3 - 4 - 5 Líbí se mi velice

11. Jaký způsob propagace Turbotiger je podle Vás nejlepší?

- a. spolupráce s RegioJet
- b. webové stránky
- c. sociální sítě
- d. venkovní reklama (polep autobusů, reklama na zastávkách)
- e. sponzoring
- f. jiný

12. Jaký z uvedených způsobů propagace Vás nejvíce ovlivňuje?

- a. televize, rádio
- b. reference od známých, rodiny
- c. internet (webové stránky, sociální sítě)
- d. venkovní reklama (billboardy)
- e. noviny, magazíny apod.

13. Kolik Vám je let?

- a. Méně než 20
- b. 20-29
- c. 30-39
- d. 40 a více

14. Jaké je vaše pohlaví?

- a. muž
- b. žena

APPENDIX P II: AN INNOVATION IN THE MARKETING COMMUNICATION STRATEGY FOR THE BRAND TURBOTIGER

Dear respondents,

my name is Michal Skuplik and I study bachelor program English for Business Administration at Tomas Bata University in Zlin.

This bachelor thesis deals with marketing communication strategy of the brand Turbotiger. The aim of my work is to analyze the current state of the marketing communication strategies of the company and subsequently propose an innovation and the analysis of the questionnaire survey is one of the key points of my research.

The questionnaire is anonymous, should not take more than four minutes and will be used only for academic purposes.

I really appreciate your willingness and time that you will spend by fulfilling the questionnaire.

Michal Skuplik

- 1. Do you travel at least once a year abroad?**
 - a. yes
 - b. no
- 2. Do you know the brand Turbotiger?**
 - a. yes
 - b. no
- 3. Where did you get the very first info about the Trubotiger?**
 - a. newspapers, radio
 - b. family members, friends, etc.
 - c. Turbotiger advertisement (buses, stations)
 - d. the internet (webpage, social sites)
- 4. Do you have a personal experience with the TigerExpress?**
 - a. yes
 - b. no

5. How many times have you used the TigerExpress?

- a. once
- b. twice
- c. more than two times

6. TigerExpress guarantees high standard of boarding service. Which of these items did you get or were offered?

- a. bottle of water
- b. cup of coffee
- c. newspapers
- d. functional internet connection
- e. additional sale

7. How would you evaluate the attitude of the staff?

Do not like it at all 1 - 2 - 3 - 4 - 5 Really like it

8. Would you recommend Turbotiger to your friends, family members, etc.?

- a. yes
- b. no

9. Do you like the way of Turbotiger promotion?

- a. yes
- b. no

10. How much do you like Turbotiger promotion?

Do not like it at all 1 - 2 - 3 - 4 - 5 Really like it

11. What is the best way of Turbotiger promotion?

- a. cooperation with RegioJet
- b. webpages
- c. social sites
- d. outdoor advertising (on busses, stations)
- e. sponsoring
- f. other

12. What influences your choice the most?

- a. television, radio
- b. references (family, friends...)
- c. the internet (webpages, social sites)
- d. outdoor advertising (billboards etc.)

e. newspapers, magazines etc.

13. How old are you?

a. less than 20

b. 20-29

c. 30-39

d. 40 and more

14. Gender?

a. male

b. female