

Abstract

Bachelor thesis „Interpretation of the term packaging using the Apple brand as an example” is divided into two parts which are closely mutually linked. The first, theoretical part, describes the history and evolution of product packages from their early beginnings up to the present. Packages initially mostly fulfilled their original protection function which aimed to safely transport various goods and to preserve the quality of food. Today, the operational range of wrappings, or packages so to speak, increased and a new term, packaging, is being used to represent all its aspects. While retaining high protection standards, packaging must also serve as a tool for promotion and differentiation. With regard to the importance of this phenomenon for contemporary marketing, I added an analysis of the term and its inclusion into the marketing mix, which serves as a summary of the basic marketing principles, to the first part of the bachelor thesis.

The second part focuses on the demonstration of complexity and importance of packaging in practice as a full-valued marketing tool. To show the right usage of this tool in all its realms of significance I chose a well known American company called Apple Inc. which develops and manufactures various software applications and electronic devices.