

## Abstract

Bachelor thesis „*Revitalization of brand Manufacture PRIM 1949 (2010 - 2011)*” deals with revitalization process, which is actual for the brand. The aim is present and analyze this process of revitalization. Manufacture PRIM 1949 wants to transform from traditional and consumer brand into the brand, which is successful in segment of luxury goods, through this process. The process is seen from point of view marketing communication with focusing on marketing of luxury goods. There are by descriptive method presented selected communication activities of the brand during specific period of time. These activities are analyzed in order to find an efficiency of revitalization process. The work deals with relevance of choosen communication tools and their possibility to be successful like integrated marketing communication.