# University of Economics, Prague
## Faculty of Business Administration

### *Master´s Thesis Evaluation by the Supervisor*

**Title of the Master´s Thesis:**

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| The impact of POS materials on sales: LEGO Nexo Knights 2016 campaign in toy specialist stores |

**Author of the Master´s Thesis:**

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| Veronika Kinštová |

**Goals of the Master´s Thesis:**

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| to find out whether the in- store materials have the intended impact on the LEGO shopper and consumer. |

| EVALUATION OF THE MASTERS´ THESIS | |
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| **Criteria (each max 10 points)** | **Points awarded** |
| 1. The goals of the thesis are evident and accomplished | 8 |
| 2. Demands on the knowledge | 9 |
| 3. Adequacy and the way of the methods used | 9 |
| 4. Depth and relevance of the analysis in relation to goals | 8 |
| 5. Making use of literature/other resources, citing | 9 |
| 6. The thesis is a well-organised logical whole | 9 |
| 7. Linguistic and terminological level | 8 |
| 8. Formal layout and requirements, extent | 8 |
| 9. Originality, i.e. it is produced by the student | 9 |
| 10. Practical/theoretical relevance/applicability | 9 |
| **Total score in points (max 100)** | **86** |
| ***Final grading*** | ***Very good (2)*** |

**Overall evaluation, additional questions or comments:**

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| The thesis deals with an interestting topic that today employs marketers and researchers worldwide- namely the effectiveness of POS marketing communication. The author all in all accomplished a good job in the first part where she discussed the findings of other authors regarding the effectiveness of POS communication, the shopper marketing and also the consumer´s decision making. In the practical part the author aimed at evaluating the effectiveness of a concrete LEGO campaign for which hypotheses were set. Those could have been, in my opinion, more clear, more ambitious, more general and more clearly connected to the literature review. The concluding part also could have take more broad perspective and the author should have tried to bring generally relevant findings and conclusions which could be useful for other companies as well, and not only for LEGO. The hypotheses should have been confirmed or rejected using some statistical methods and quantitative data (which are presented in the text anyway). For the final defense I suggest following questions: 1. Were there any significant differences in responses to POS communication identified among different target groups? 2. Which findings could be relevant for other companies besides from LEGO? |

**The name of the supervisor:**

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| Ing. Petr Král, Ph.D. |

**The employer of the supervisor:**

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| University of Economics, Prague, Department of International Business |

05 September 2016

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Signature of the supervisor