

Abstract

Title: Evaluation of the effectiveness of communication campaigns O2TV

Objectives: The main objective of this diploma thesis is to evaluate the effectiveness of launching campaign O2 Sport (2015) and to compare O2TV campaigns for the years 2015, 2016 and 2017. After that, improvements are proposed for the overall communication of O2 television and its sports channels both in the Czech Republic and Slovakia.

Methods: Used method in the thesis was analysing documents. This method was used to evaluate the O2 Sport launching campaign and to evaluate other campaigns from 2015, 2016, 2017.

Results: The results of the work revealed that the O2 Sport launching campaign was sophisticated and effective. Even comparison of the campaigns throughout the evaluated years and based on all considerations, the most successful year was 2015 when the O2 Sport campaign was also launched.

Keywords: marketing communication, analysis, communication, advertising, sport