

# Abstract

The aim of this work is to describe event marketing as one part of the communication mix, to show its potential and to present its implementation on a concrete example of Jägermeister activation campaigns, which devotes a lot of resources to this communication channel and attaches considerable attention to it. The thesis introduces the Jägermeister brand, its history, values, current status and competition.

In the practical part, this bachelor thesis will focus on the measurability and effectiveness of event marketing. Using a semi-structured interview with the Jägermeister brand manager, the thesis will find out the purpose, ideas and objectives of specific event marketing activations. This information was compared with the real effect and impact of these activities on the target group identified by quantitative questionnaires.

The main benefit of this work will be the research result that will contribute to the solution of the most important issue that resonates with the whole event marketing segment - effectiveness of event marketing. The concrete results that this work will achieve can be generalized and, to a certain extent, transferred to the entire event marketing sector.