Abstract

This bachelor’s thesis aims to analyse the communication tools used by the organisers of Žižkovská Noc 2018 festival and how these are perceived by the target audience. The thesis provides theoretical base of marketing and art marketing, describes specific issues related to marketing communication of music festivals and surveys current trends, from the viewpoints of professionals behind more than ten Czech and Slovak festivals (Rock for People, Pohoda Festival, Mighty Sounds, etc.). The main focus has been placed on Žižkovská Noc festival. The thesis specifies its origins, development, mission and particularly its marketing communication which is the subject of original research. Based on the theory of marketing and art marketing, this bachelor’s thesis surveyed the communication tools used by music festivals. Apart from that, the thesis provided a detailed description of Žižkovská Noc, including research into ways the festival communication was perceived by the target audience before the 2018 season. Thus, the goals that had been set at the beginning were achieved. The results of the survey research confirmed the hypotheses. It has been shown that, within the target group, the awareness of Žižkovská Noc brand is high, despite its fragmented communication. The findings also show that the festival’s commitment to fight against racism is seen positively. The author considers those findings the most beneficial contributions of the thesis, along with the chapter on current trends. Brands actively saying no to racism could be interesting for further research. Anyway, it will be interesting to monitor ways the organisers communicate this issue in the years to come. Undoubtedly, the organising team should not rest on their laurels. With the rise in turnout, the team should consider more strategic communication, without relying solely on loyal festival-goers. In fact, festival fan base changes with time - students graduate, find jobs, start families, etc. - and that is what the organisers should take into account in future.