

The aim of this thesis is to analyze a media campaign called Responsible Together, which is focused on decrease of violence against women. Campaign Responsible Together is created by non-profit organizations that are part of civil society. This thesis brings a description of the creative process of the campaign, it's target group, and communication mix. One part of this thesis also introduces the specifics of marketing in the non-profit field. A case study was selected as a research design because it allows combining more than one method of collecting data. These methods were document analysis, analysis of graphics, and participatory observation.