

Abstract

The aim of this bachelor thesis on the topic "Change in the corporate identity of the brand DS Automobiles" is to describe and analyze the change of corporate identity and evaluate the effects of this change on the operation of DS Automobiles in the Czech market. In the theoretical part, I focus on the presentation of corporate identity as a whole, including corporate culture and communication, a unified visual style of the company and other elements. In the practical part I analyze changes in corporate identity. Part of the work is also a questionnaire survey among the target group, which focuses on the analysis of brand perception, brand awareness and corporate identity change.