

## **Abstract**

This bachelor thesis deals with the creation of a modern communication strategy in the dynamic world of marketing, where rapid digitalization and changing consumer behavior require constant adaptation. Specifically, the thesis focuses on the Czech brand Goodie, which is known for its commitment to health, beauty and sustainability. The bachelor thesis evaluates traditional marketing methods while bringing new insights and significant transformations to these approaches. The theoretical part delves into marketing strategy and strategic planning, carefully considering the different stages of planning and the selection of appropriate analytical methods for the practical application of strategy. It then discusses the systematization of marketing strategies, leading to the selection of a specific communication strategy. This section also identifies and evaluates current trends that are reshaping marketing communications today. The practical section begins with methodology and continues with the phases of strategic planning based on theoretical knowledge. The aim is to provide the Goodie brand with a communication strategy based on theoretical knowledge and data from a marketing situational analysis and a questionnaire survey focused on consumer behaviour, brand perception and the impact of current trends. This strategy aims to improve Goodie's market position and brand perception by 2024.