

Bachelor's thesis "The Ministry of Transport campaign "Nemyslis?-Zaplatis!" in years 2008-2009" deals with a long-term communication campaign of the Ministry of Transport aimed against aggressive and dangerous road traffic. The communication strategy is based on three main topics, which are alcohol and other psychoactive drugs, aggressive driving and speeding and the use of safety harnesses. To fully understand the topic, it provides a small introduction into the traffic situation and road accidents in the Czech Republic. There are also a few terms, such as social marketing, social campaign or even marketing itself, explained at the beginning. It also describes steps in the social marketing planning process. The actual case study follows, providing both basic campaign characteristics and its background. It also analyzes the communication channels chosen. Furthermore, it deals with the media consequences caused by this unique campaign and finally, at the end, marketing effectiveness is analyzed, though merely temporarily since the end of the campaign is due to the end of 2010.