

Abstract

In the age of rush development of information technologies and the internet, The Economic Newspaper, a print medium facing decline in general, is trying to stop the rapid rate of decline in newspaper readership and in sold newspaper circulation. Since the newspaper's establishment the planned relaunch has been its most ambitious arrangement that aims to proactively react on free online provided news which you can read or listen to whenever and wherever you want.

In my thesis, when using the description method, I focus on relaunch of the newspaper and its brand itself. Starting at reference basis and explaining step by step arrangements that should have helped to refresh the brand and to confront the newspaper decline successfully. Then I continue with brand building process description and media brand building more in detail. In the other chapters I present the relaunch goals and marketing tactics necessary to be implemented for the success of the relaunch. At the end of the thesis the efficiency of the relaunch in relation to the readers and advertisers is evaluated.

The thesis reader should understand the strategic step of the printed newspaper brand which took a great challenge when trying to succeed in the competition with online media and other newspapers.