

## **Abstract**

**Title:** Communicational mix of the festival Pelhřimov – the City of Records

**Objectives:** The objective of this Bachelor thesis is to describe communicational activities, the way of promotion and individual communicational instruments of the festival Pelhřimov – the City of Records which were applied in 2011; afterwards to evaluate the quality of the communicational mix which is based on the interview and the document analysis; and then to suggest more effective methods of propagation using chosen communicational instruments.

**Methods:** The methods that were used for describing the marketing communication, which was used during the 21<sup>st</sup> year of the festival Pelhřimov – the City of Records, are a document analysis and a descriptive case study. Another used method, which helped to find out internal information about the festival and its propagation, was one of the methods of interviewing, namely a semi-structured interview.

**Results:** A proposal of four instruments of communicational mix, their orientation, the way of their realization and timing has been made. These instruments will be presented to the management of the Good Day Agency. The management will consider whether the proposal is suitable for propagational strategy of the following years of the festival or not.

**Key words:** marketing, marketing communication, Public relations, guerilla marketing, festival Pelhřimov – the City of Records, the Good Day Agency