

The goal of this bachelor thesis is analysis of marketing campaign to digitalization of TV broadcasting in the Czech Republic. The work is based on descriptive analysis of non-commercial (more specifically non-traditional) marketing campaign. The bachelor thesis looks into the reasons for the technological change- digitalization. Its ambition is to explain why and how are TV viewers informed. The work is focused on individual components of all republic campaign and it describes its process. More specifically it chooses Prague as an example of marketing activities. It evaluates graphical elaboration of logo and work with it as a tool of non-commercial communication. Last but not least the work focuses on budgeting and its effective use in terms of marketing campaign. The main sources are press releases reported by NKO (national coordination group) and books qouted at the back of the thesis.