

## **Abstract**

The Bachelor thesis deals with the communication campaign in the Slovak Republic with regard to the introduction of euro on January 1, 2009. Slovakia government was headed by Prime Minister Robert Fico, the Chairman of the political party SMER-SD, at that time. The governmental communication campaign was led by PR agency and had started at the beginning of 2008. The main attention is paid to the most intense part of the campaign in the second half of the year. The target group of the campaign was the general public, with special focus on vulnerable target groups. The work deals with the individual components of the national communication campaign and describes their progress. From the beginning the campaign has been confronted by critical voices from the opposition and the media. They often pointed to government misconduct and lack of knowledge among the Slovak population. The aim of the work is to assess the effectiveness of information campaign by the result of regular polls Slovak Statistical Office - whether the governmental communication strategy has been chosen appropriately and whether inhabitants of Slovakia were sufficiently informed about the upcoming introduction of euro.