

Abstract

The bachelor thesis *Specifics of marketing communication of Greenpeace ČR organization* presents the Czech affiliate of global non-governmental environmental organization Greenpeace. This thesis looks at the organization from the marketing point of view perspective. Its objective is to identify specific marketing activities of Greenpeace ČR between years 2010 - 2012 on the basis of situational analysis of representative campaigns. Greenpeace does not accept funds from corporations and state institutions and therefore it is dependent on contributions from volunteers. The Czech affiliate is financially autonomous thanks to its accent on fundraising and communication.

Greenpeace ČR uses inexpensive marketing and PR tools, as it follows from summary of analyzed campaigns. Due to its limited budget, Greenpeace is forced to use such campaigns which are most addressed to target groups. The main strategies are guerilla marketing and subvertising, PR and lobbying, research in cooperation with experts, online tools and publishing of promotional materials.