

Abstract

Bachelor thesis Chodící lidé campaign 2011– 2013 with focus on teaser campaign elements analyses the communication of the two first phases of this campaign. The first theoretical part deals with the specifics of a teaser campaign. Furthermore it follows-up theoretical issues of the disabled people, naming issue, stereotyping and particular stereotypes towards handicapped. Next part is devoted to the first and the second phase of the campaign Chodící lidé itself, contracting authority, project funding, target group, timing and specific communication activities and its goals. The last part of the thesis is quantitative research which evaluates familiarity with the campaign and changes in attitudes towards disabled people through the analysis of data from post-tests for each phase of the campaign. The conclusion contains possible recommendation for the future based on the research and my studies of marketing communication.