

The aim of this thesis is description and evaluation of communication activities of film festival Febiofest in years 2012–2013. This thesis includes information on the background of the whole festival, the Febio company and its director, Fero Fenič.

Theoretical part focuses on the term marketing communication and marketing mix 4P. This is followed by definition of marketing communication in culture field and especially in the connection with film festival.

Next part is focused on introduction of festivals communication activities and its market position. This part also includes view of the brand and its perception. There are also identified main competitors of this festival. The practical part is completed with evaluation of communication activities in years 2012 and 2013, focusing on trailers and posters.

Thesis is finished with a few recommendations for festival communication. The ideas are based on detected information and could lead to increase of attendance and awariness of festival.