

Abstract

The master thesis focuses on cause-related marketing (CRM) as one of the type of cooperation between NGOs and companies. Broader context of CRM is described in a theoretical part from the perspective of corporate environment as well as non-profit sector. One of the sections of the theoretical part is devoted to areas related to the success of CRM campaigns and this topic covers largely an empirical part of the thesis. There is a qualitative study based on a case study of a successful CRM campaign from the Czech Republic. The campaign was chosen by factors assuming the success of the CRM campaign which are described in the theory. First, the historical development of the campaign is described; the success of the campaign is investigated from the view of the NGO and the company afterwards. The empirical research is focuses on factors which could influence the success of the CRM campaign and how is the success perceived by representatives of the NGO and the company.