

## **Abstract**

The thesis deals with the case study of Berlin's public cleansing company Berliner Stadtreinigung which communication campaign has changed the modern history of German marketing communication.

The first chapter describes characteristic features of this long-term campaign as well as its historical development and integration into the complete advertising, medial and creative strategies.

To verify the declared effectiveness of the campaign the author carries out an own survey presented in the second chapter, It examines the knowledge and perception of both BSR's brand and communication activities. The secondary goal of the survey is a situational comparison with the Czech market, resp. the company Pražské služby.

Its selected communication activities are introduced and evaluated in the third chapter, too. Finally, the thesis comes up with recommendations how to improve the existing communication of Pražské služby in order to maximize its effectiveness.