

## **Abstract**

This master's thesis focuses on the concept of branding in politics. The main aim of this piece of work is comparison of perception of brand personality. In this case, the party leader Petr Fiala by ODS and Karel Schwarzenberg by TOP 09, have been chosen for this research. The brand value was assessed by procedures which were suggested by K. L. Keller. The OCEAN concept, created by Gerard Saucier, was used for brand personality research, which is the main pillar of this thesis. The sample of 212 students of political science and economics took part in the above mentioned research.