

The main aim of the thesis „The influence of the political movement ANO 2011 and Andrej Babiš on Czech policy and society after the elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2013“ is to introduce the complex analysis of Andrej Babiš and the political movement ANO 2011 in Czech society and identify the tools of political marketing which they used. The thesis represents the personality of Andrej Babiš and indicates the beginning of political movement ANO 2011, its first significant electoral success in the elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2013. This movement professionally used instruments of political marketing and then started with the permanent campaign. It is used to assure the voters that they realize the election promises. The permanent campaign was interrupted during the year 2014 because of the elections to the European Parliament and the local and Senate elections. The thesis also mentions a crisis communication connected to the media scandals which accompany ANO 2011. As the top of the permanent campaign of political movement ANO is identified and analyzed Andrej Babiš speech during the extraordinary session of the Chamber of Deputies that was held in May 2016 because of the resort Čapí hnízdo. Finally the thesis includes the researches of popularity of Czech parliamentary parties and politicians to show ANO like the most long-lasting preferred parliamentary subject and Andrej Babiš like the most popular politician in Czech Republic since January 2014.