

## **Abstract**

The bachelor thesis *Analysis of the perception of the "Changing the airport for you" campaign carried out by Vaclav Havel Airport Prague* is focused on analyzing and evaluating the perception of the recent Prague Airport campaign. The aim of the campaign was to support the perception of the airport as a modern and friendly area. Firstly, the thesis defines the knowledge from the theoretical field of marketing communication and related topics such as tourism and airport marketing trends. The next part of the thesis, the practical one, is the analysis of the individual steps of the marketing plan and its mix from the beginning of the campaign, from the middle of 2015. The practical part of the thesis is based on the acquired data from the personal in-depth interview and quantitative questionnaire, which analyzes the perception of the campaign and the airport itself. The main aims of the thesis are to apply theoretical knowledge to practical use in the campaign – whether it kept to standards or provided new forms of communication and how its marketing mix was composed.