

Annotation

This bachelor thesis pursues the analysis of the promotion of the Karlovy Vary International Film Festival in the years 2006, 2010 and 2016 and by mutual comparison of marketing communication in the given years.

In the first part of the thesis, the author focuses on defining the basic terms that are crucial for the work, especially the concepts of art and film marketing. The author also focuses on the important tools of these marketing sphere - the film poster and trailer which are essential for the practical part of this thesis.

The next part of the thesis deals with film festival in Karlovy Vary itself, the author describes the beginning and brief history of the festival and the main events that influence the festival to these days. Furthermore, the thesis also discusses the marketing mix in the theoretical concept, then author transfers these concepts into the context of the festival.

The main part of the thesis deals with the analysis of festival communication in individual years. In this part, the author first deals with the festival's communication in general, then discusses individual festival trailers and posters in detail. Communication activities on the Internet and on social media in the years are also discussed in this part of the thesis.

The last chapter is a comparison of individual years and their communication, the author also presents his own overall perspective on the festival and its communication.