

Abstract

The aim of this thesis is to describe the rebranding process and evaluate the communication activities of Tonak a.s. company between years 2015 and 2017. First part explains the theory of branding and rebranding, how these two theories are used by Tonak in this process, and which tools of branding were altered. Main changes explained in this thesis are in value of the brand, price, and its design. Further, this thesis introduces the new communication plan connected to the rebranding of the Tonak company. Tools of marketing communication were identified, and specific examples characterize in which way the company applied these tools. The thesis focuses on the relevance of rebranding and specifically chosen communication tools that evaluate the propriety of Tonak company proceeding.