

The subject of this bachelor thesis is "Campaign "Everything I can" its communication strategy" is an analysis of a campaign aimed at a propagation of a vaccine called Silgard that reduces the risk of getting cervical cancer. It was realized in the Czech Republic by a company called Merck Sharp & Dohme IDEA, Inc (MSD). In the first chapter, this thesis presents the company Merck & Co, Inc., the producer of the aforementioned vaccine and its subsidiary MSD. There is an introduction the causes of the disease and possibilities of prevention. In the second chapter, the thesis aims to describe the campaign's objectives, its target groups and its competitors in the form of a company called GlaxoSmithKline, producer of a vaccine Cervarix. The third chapter analyses the parts of the marketing mix from two points of view – commercial and non-commercial. Despite the fact, that campaigns of pharmaceutical companies have above all the commercial character, we can not neglect their edifying character. The fourth chapter describes the communication tools chosen for this campaign. The end of the thesis is devoted to the analysis and the valuation of these tools and to the valuation of campaign itself. The work also includes conclusions of my own survey.