

Diploma thesis “Marketing communication of Citibank focused on outdoor and event promotion in 2008-9“ deals with the marketing communication of the bank Citi and it’s brand on the Czech market during specified period. The aim is to describe and compare starting points, goals, media and visuals used in the communication campaigns; special attention is paid to the correlation between messages and brand identity which is discussed in-depth in the opening chapter. The evaluation is also confirmed by a research to further investigate brand awareness and few important aspects of particular advertisements.