

Abstract

This bachelor thesis *Campaign of the company Veolia Voda „Čerstvá kohoutková? Stačí říct!“* presents an analysis of a campaign focused on promotion of tap water supply in restaurants. The aim is to present communication activities and creative processing of the project and also to show the perception of the campaign from the point of view of the proprietors of Prague gastronomical enterprises participating in the project based on a survey. The emphasis is put mainly on description of the marketing and communication mix, performed by the descriptive method. Connection between the topic of tap water promotion and the consumption of bottled water and other ecological problems in relation to obtaining drinking water are also mentioned, as is the situation of the tap water usage in restaurants in foreign countries. Media coverage of the campaign is also included in the thesis, followed by a final evaluation.