

Abstract

This thesis examines the branding concept in politics and its main aim is to analyze the brand of Andrej Babiš, who is nowadays the leader of political party ANO 2011. The author analyzes his brand personality in a first place. For this purpose OCEAN model created by Gerard Saucier is applied. After that the connection between brand ANO and Babiš's brand is examined. The research is based on answers of 454 respondents, who were part of the survey. The results are analyzed from two points of view. One group of voters are those who gave their vote to ANO 2011 and the other group is presented by voters of others political parties.