

## **Abstract**

The aim of the bachelor thesis "Fail marketing, marketing technique of planned crisis communication" is a description of a theoretical foundation of working mechanics this marketing technique possesses with use of case studies and confirmation or disproof of technique's existence. Theoretical basis consists of a detail analysis of crisis communication, spin doctoring and customer psychology. Communication activities of McDonald's ČR spol. s r. o. and Domino's Pizza, Inc., which caused or used negative tone of its communication, are analyzed in detail in case studies. These contrasting campaigns in addition to the theoretical basis of fail marketing create a part of this thesis in which a mix of communication activities and guidelines for the existence of fail marketing is created. The thesis also consists of an analysis, whether do fail marketing activities exist and if so, its purpose is to be a manual for commercial subjects on how to use the technique of fail marketing and also as an informational material for customers to identify this technique.