

## **Abstract**

The thesis primarily focuses on the analysis of marketing communication of the 27th film festival Finále Plzeň. The theoretical part of this thesis is based upon the major art marketing literature, and on the relevant film marketing publications available.

The second part presents the festival, its history, structure and the position among the other film festivals in the Czech Republic. It also deals with statistics of the 27th year of the festival, including the programme, partnerships and attendance.

The practical part is focused on the analysis of specific marketing tools and communication activities of the festival in 2014. This section also describes the specific commercial spot and visuals implemented in the campaign.

The aim of this thesis is to evaluate effectiveness of marketing communication of the Finále Plzeň considering all the limitations and possibilities of the festival. According to the evaluation this section also deals with a recommendation of the communications activities that would contribute to improving promotion of this cultural event.