

## **Abstract**

The bachelor thesis aims to analyze the overall marketing communications of company LEO Express since it entered the market until now. It also deals with other issues necessary for a comprehensive overview and understanding of the context - outlines the issue of competition in the railways in the Czech Republic, which for years have not been possible due to monopoly of the state carrier Czech Railways (České dráhy). It also maps the history of the youngest participant of the battle for customers on the route Prague – Ostrava, presents the main themes of communication and the most important campaigns. The main part then discusses multiple communication channels that the company uses. Each of these is described and critically assessed and compared to the communication of the competitors, RegioJet and Czech Railways. In this way is, for example, analyzed the content and administration of social networks, websites and in-store communication in ticket shops. The last part is devoted to the analysis of data from a survey that I conducted among the passengers on board of the train. This implies, for example, the adoption of the company's communication activities of in the eyes of its customers or particular campaigns awareness.