

Annotation

The bachelor's thesis describes the branding of Prague and the strength of the city's brand. The theoretical part addresses terms such as brand, branding, city branding, and its distinction from city marketing. The differences between city branding and commercial branding are mentioned as well since the topic of a city functioning as a brand is a broadly discussed one. The following descriptive part introduces Prague's brand, the reputation and image, including its identifying characteristics such as culture, architecture, film industry, residents, and famous people. Examples of marketing campaigns, organizations or agencies participating in the process of Prague's branding are also a part of the description. The last practical part of this bachelor's thesis compares different indexes and barometers measuring the strength of city brands. This allows to present how strong Prague's brand is in comparison to other cities in the world. In the last part of the thesis, the case studies of two chosen cities are analyzed, focusing on specific reasons of their success and their comparison to Prague.