

Abstract

This thesis deals with city branding of Czech regional capital cities. Its goal is to compare city branding of Czech regional capital cities and reveal a functional mechanism of city branding in practice. The theoretical framework of this thesis is based on the concept of branding, which is first discussed in general and later theoretically and practically expanded. Its functions in general are discussed. In the empirical part, the main research attention is dedicated to concepts of place branding and city branding on the case of the contemporary city branding of Czech regional capital cities. The thesis aims to answer six research questions divided into three thematical groups – **interpretation** of Czech regional capital cities' brands, **motivation** for their creating and use, and the ways how to **manage** them. Answers to these questions should reveal actual condition of Czech city branding. A combination of qualitative and quantitative methods is used in this thesis. Data were acquired by questionnaire survey targeted at all Czech regional capital cities' representatives, and semi-structured interviews with representatives of four selected cities (Ostrava, Zlín, Plzeň and Ústí and Labem) as case studies. The results of the thesis can be applied in marketing, public relations, and other aspects of regional development. This diploma thesis could serve as a handbook of city branding for responsible employees (not only) of regional cities' authorities.

Keywords: brand; branding; place branding; city branding; place marketing; corporate identity; graphical symbol; emblem; logo; new regional geography; regional development; regional identity; regional capital city; Czechia