

Abstract

The bachelor's thesis titled *Correlation between the Popularity of the ANO Brand in the Moravian-Silesian Region and the Success of Elected Mayor Tomáš Macura in the 2022 Municipal Elections* is dedicated to a case study of Tomáš Macura within the framework of municipal politics in Ostrava. The theoretical part of the thesis defines the terms associated with brand, branding, political brand, and personal political brand. It is followed by a chapter on the socio-political context, where the work summarizes the ANO 2011 party's results at different political levels, with a specific focus on the Ostrava region. This chapter also addresses the rise of the ANO 2011 party, along with its history. A subsequent subsection is dedicated directly to Tomáš Macura and his political career. In the analytical part, the thesis delves into the analysis of internal party research and the media visibility of Tomáš Macura prior to the 2022 municipal elections. The result of the study reveals that both parties - Tomáš Macura and the political party ANO 2011 - benefited from their coexistence, thus creating a symbiotic relationship between them.