

Abstract

This bachelor thesis deals with targeting and positioning of the presidential election campaign of Petr Pavel and focuses mainly on addressing the youngest generation of voters, Generation Z. The 2023 presidential election was different in several ways, but one of them was, for example, the targeting of some candidates to Generation Z. The generation currently includes the majority of voters who participated in the presidential election for the first time, and who may also have followed it more closely for the first time. The aim of this thesis is therefore to find out to what extent the targeting and positioning of the campaign was adapted to Generation Z in the development of the strategy, and also to find out whether Petr Pavel was able to reach this target group through the campaign and through which steps he achieved this.

The theoretical part of the thesis first describes and defines the tools of political marketing, characterizes Generation Z and the specifics of their voting behaviour. In the practical part of the thesis, the aforementioned tools of political marketing are applied to the campaign of Petr Pavel. The information for this part of the thesis was obtained from a personal interview with the marketing director of the Petr Pavel campaign, Martin Klčo, conducted by the author of the thesis. The effectiveness of the campaign on the defined target group is then determined and evaluated on the basis of a questionnaire survey conducted by the author of the thesis among the target group.

The conclusions of the thesis can be a good insight into the current situation in the field of political campaigns in the Czech Republic and be a good indicator of the specifics of reaching the young generation of voters and which ways prove to be effective.