

## **Abstract**

This paper examines the impact of brand positioning on consumer perceptions of co-branding campaigns in the FMCG category from the perspective of Generation Z. Specifically, it focuses on the influence in linking brands with functional and hedonic positioning, and also looks at the perception differences between local and global brands. The theoretical part of the thesis analyses existing research on branding in general, but also in relation to FMCG and Gen Z preferences. The practical part includes the analysis and interpretation of interviews with members of Gen Z, in which they were asked to evaluate fictional collaborations of existing brands that were designed to tap into all the aforementioned types of positioning. The binding element of the fictional collaborations was the Czech ice cream brand Prima, which appeared in all the proposals. The results showed the importance of the presence of a common brand attribute and its use in joint communication in all fictional collaborations. The authenticity of the cooperation, the added value for them or their surroundings was also important for the respondents, and they also evaluated the linking of local brands very positively.