

Abstract

This bachelor thesis deals with analysing the changes in the marketing strategy of The Mír Theatre as a result of the COVID-19 pandemic. The theoretical part first introduces the field of arts marketing and performing arts marketing and then describes the specifics of the marketing mix of these fields. Then the thesis presents what digital tools performing arts institutions used until the arrival of the COVID-19 pandemic. Then the thesis focuses on the impact of the COVID-19 pandemic on the economy, the artists themselves, and the marketing of theatre institutions and presents specific global and Czech cases. The theoretical part also introduces the institution Mír Theatre itself, its legal regulation, and its digital product - the streaming platform MírPlay. The thesis aims to find out how the theatre has adapted its communication channels and products to maintain contact with its audience during the restrictions associated with the COVID-19 pandemic, how it uses these channels (including the MírPlay platform) after the pandemic has ended, which channels the theatre-goers use to get information, and how the theatre contributes to the formation of Ostrava's identity. The research is based on an analysis of the marketing mix based on the findings of the theoretical part, analysis of media outputs, quantitative research, and content analysis on the social network Instagram. The study results show that the institution has managed to adapt to the new conditions brought by the COVID-19 pandemic and its digital products have earned their place in the post-pandemic world.