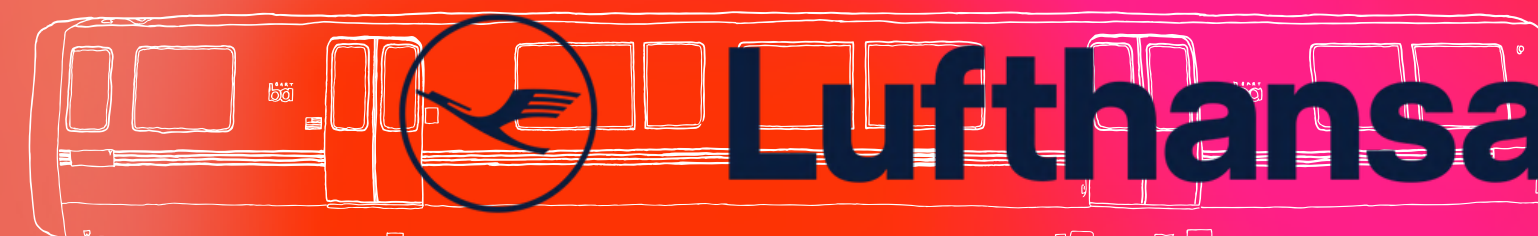
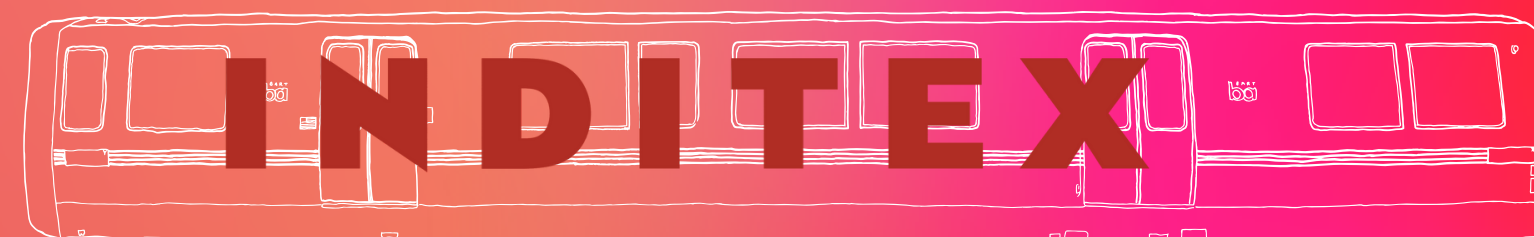




ALEX, VERO,
RUBÉN & ADRIANA

LET'S START

- SPEED™ APP
- OUR SERVICE
- AUDIENCE
- COMPETITORS
- POSITIONING PLAN
- EDITORIAL CALENDAR
- EVENTS
- CONTROL
- ACTION PLAN



SPEED APP™



OFFICIAL SPEED™ APP | MAY / 2022

OUR SERVICE



SPEED™



Experiences



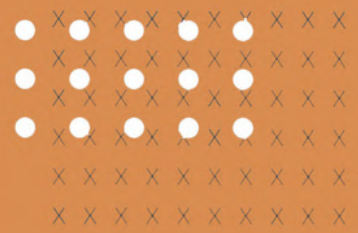
Speed



Services



Prices



SPEED™

INDITEX

NEW

COLLECTION

NEW FAVORITE ITEMS



SPEED™



BUYER PERSONA



- 25-30 years old.
- Content Creator at Microsoft.
- 30,000 € per year.



THE COMPETITORS

renfe



POSITIONING MAP

	Price	Quality	Market Share
SPEED	30,00 €	3	2%
RENFE	39,00 €	4	42%
OUIGO	9,00 €	2	10%
SNCF	22,00 €	4	18%
DB	35,00 €	5	28%
TOTAL			100%



4P

PRICE

P

P

PRODUCT

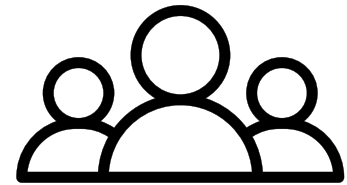
PLACE

P

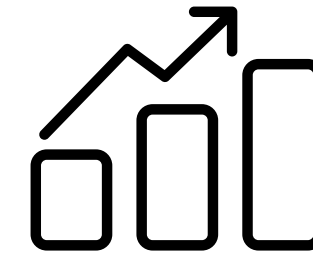
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PROMOTION

COMMUNICATION PLAN



New customers



Advertising media



Canopies, fences, digital
screens, buses and events



Types of advertising



'VELOCIDAD Y BELLEZA'

@MEDITERRANEANSPEED



SPEED™

18/05/2022

SPEED CALENDAR 2022



YEARLY CALENDAR 2022

January 2022	February 2022	March 2022	April 2022	May 2022	June 2022
BEST SALES MONTH	LOVE MONTH	FATHER MONTH	EASTER MONTH	MOTHER MONTH	DIVERSITY MONTH
New Year (1)	Chinese New Year (Tiger Year) (1)	International Women's Day (8)	International Zero Discrimination Day (1)	International Workers Day (1)	World Bike Day (3)
Wise Men Eve (5)	Beijing 2022 Olympic Winter Games	Mercedes Fashion Week (9-13)		Mother's Day (1)	World Environment Day (5)
Wish Men (6)	Cancer World Day (4)	Fallas in Valencia (15-19)	World Health Day (7)	May the 4th - Star Wars Day (4)	Global Mobilty Call (14 - 16)
Winter Sales (7)	Pizza World Day (9)	World Consumer Rights Day (15)	Easter Week (10-17)	Europe's Day (9)	Bloomsday (16)
Dress Up your Pet Day (14)	Goya Gala (12)	St. Patrick Day (17)	International Kiss Day (13)	Eurovision (10-15)	Yellow Day (20)
Blue Monday (17)	Super Bowl (13)	Father's Day (19)	Easter (17)	St. Isidro - Madrid (15)	Summer (21)
World Education Day (24)	Valentine's Day (14)	Spring (20)	World Creativity Day (21)	World Internet Day (17)	Music Day (21)
Community Manager Day (27)	Japan Weekend Madrid (15)	Oscars Gala (27)	Book Day / St. George (23)	Geek Pride (25)	LGBT+ Pride (28)
Peace Day (30)	Carnival (24)	Time Change (27)	International Graphic Design Day (27)	UEFA Champions League Final (28)	Social Media Day (30)
Advertising Day	ONGs World Day (27)	-	World Solidarity Day (29)	World No Tobacco Day (31)	
-	-	-			
July 2022	August 2022	September 2022	October 2022	November 2022	December 2022
SUMMER SALES MONTH	LEISURE & MARKETING MONTH	SCHOOL MONTH	SPOOKY MONTH	SOCCER MONTH	GIFTS MONTH
Summer Sales (1)	World Happiness Day (1)	Back to School	International Music Day (1)	Day of the Dead (1 y 2)	World Future Day (2)
France Tour (1-24)	August Parties, Madrid (6)	DCODE Festival (1)	World Smile Day(7)	Single Day (11)	Human Rights Day (10)
St. Fermin 2022 (6-14)	Youth Day (12)	Mercedes Fashion Week (15)	International Mail Day (9)	Students Day (17)	World Otaku Day (15)
World Rock Day (13)	World Lefty Day (13)	Japan Weekend Madrid (16)	World Mental Health Day (10)	Qatar World Cup 2022 (21-18 Dec.)	Ugly Sweater Day (16)
World Emoji Day (17)	Costa Verde Express (18)	Oktoberfest 2022 (17-3 Oct.)	Hispanic Heritage Day (12)	Thanksgiving Day (22-24)	Winter (21)
Train Museum (19)	World Photography Day (19)	International Peace Day (21)	Conferenza GNL (12)	BNCRail Internacional Rail Forum	Christmas' Eve (24)
World Dogs Day (21)	World Hastag Day (23)	Fall (23)	International Day Against Climate Change (24)	Black Friday (25, 26 y 27)	Christmas (25)
Grandparents' Day (26)	Cosplay Day (27)	World Tourism Day (27)	Time Change (30)	Cyber Monday (28)	Day of the Holy Innocents (28)
International Friendship Day (30)	Gamer / Videogame Day (29)	World Podcast Day (30)	Halloween (31)	Influencer Day (30)	New Year's Eve (31)

EVENTS

GLOBAL MOBILITY CALL
14 JUN - 16 JUN



MARKETING PLAN | MAY 2022

TRAIN MUSEUM MADRID
17 APR - 26 JUN

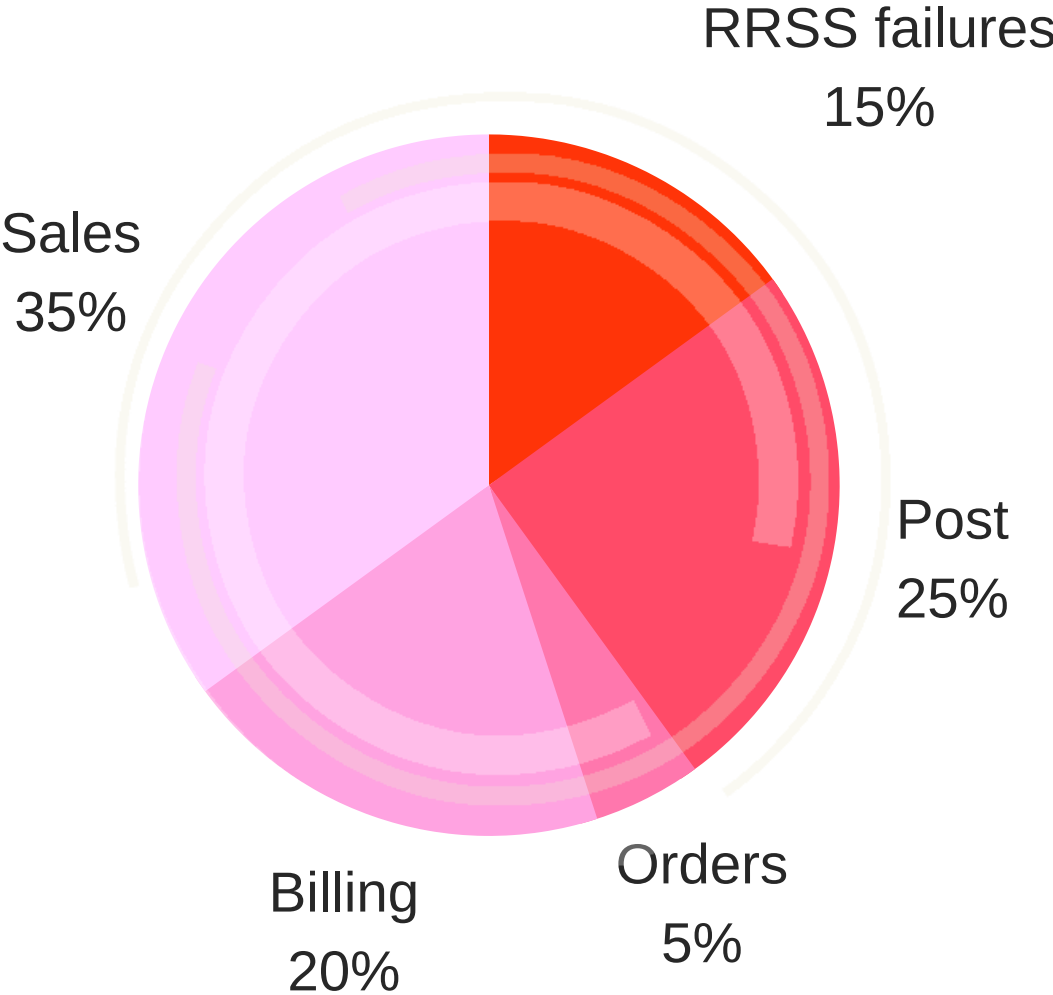
COSTA VERDE EXPRESS
11 FEB - 30 AUG

CONFERENZA GNL
6 JUL - 9 JUL

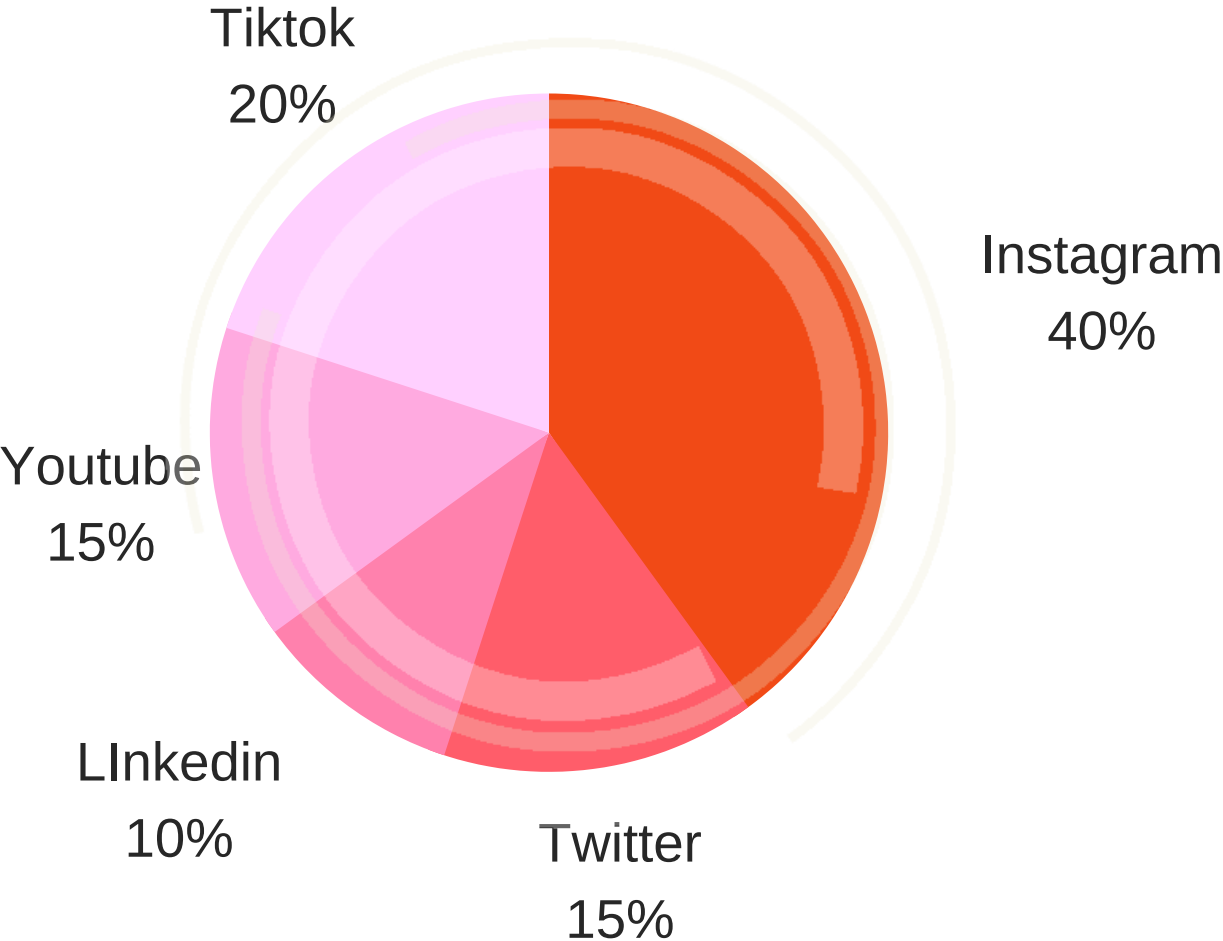
BCNRAIL INTERNATIONAL
8 OCT- 17 NOV



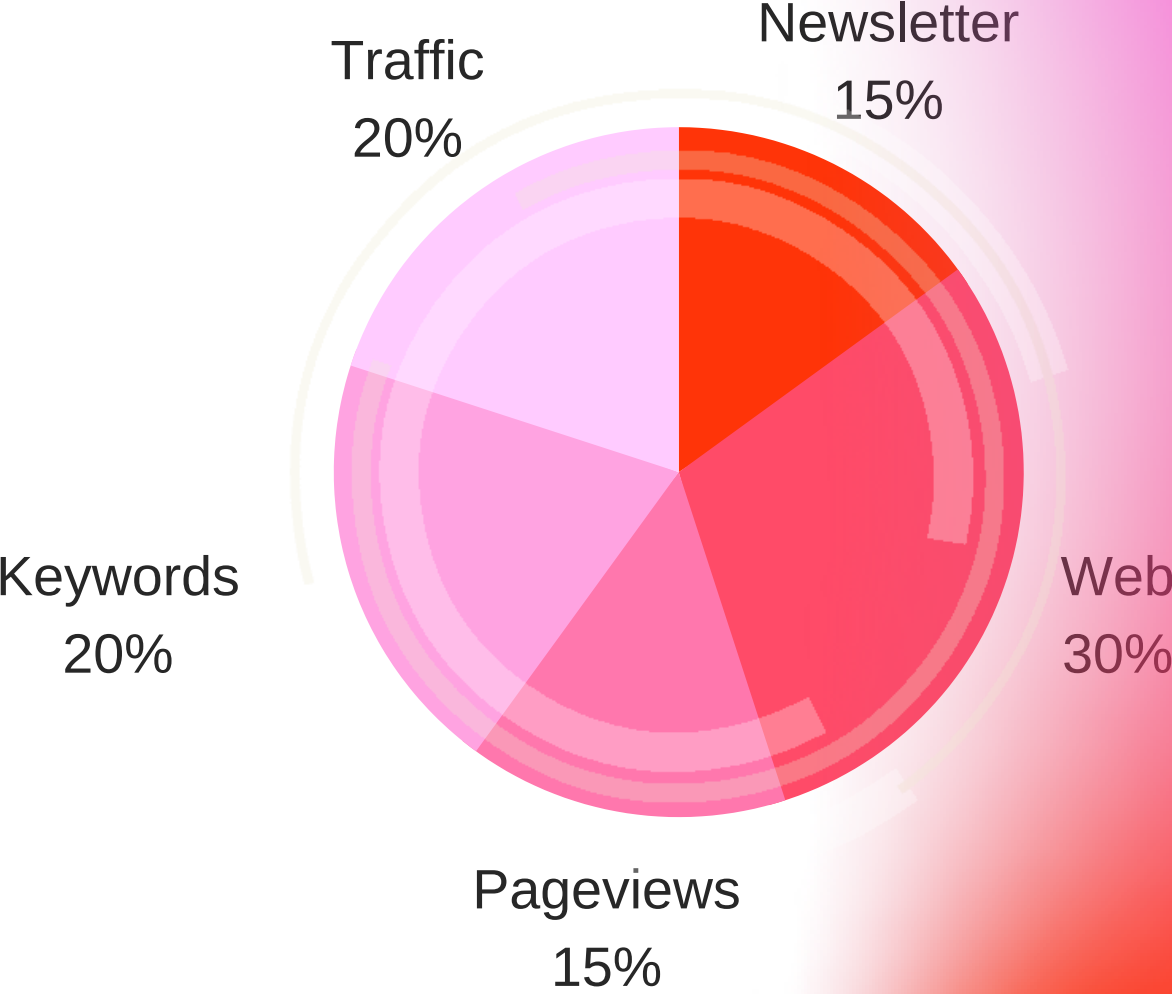
CONTROLS



POSTEST



SUBSCRIBERS



KPI

ACTION PLAN



OUR SPEED OBJETIVES

- New customers
- Visibility
- Branding

STRATEGIES

- Communication Strategy
- Digital Marketing Strategy



ACTION

- Direct Marketing - Flyers
- RRPP -Events
- RRPP - Press releases
- Branding - Collaborations
- Branding - Crowdfunding
- Adverts - Spot TV
- Digital Marketing - Newspaper





2022 Sunny Day Drive
Madrid, CA 28027
633899172

@mediterraneanspeed
Creative Marketing

Dear Mr. Valencia

Speed surge del pensamiento y deseo de obtener y formar un proyecto innovador y una potencia europea. El conglomerado y consorcio formado por KTI, Lufthansa AG e INDITEX planteará y creará un plan desarrollado para optar a conseguir la obtención de los permisos del Corredor Mediterráneo Europeo.

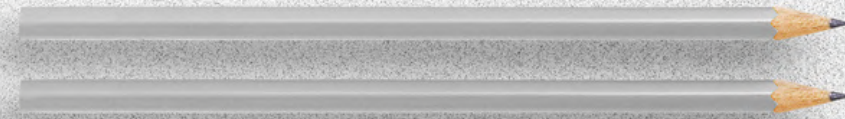
Todo este planteamiento tendrá como punto clave el buen servicio ferroviario, tanto para consumidores que deseen desplazarse, como para aquellas empresas que necesitan un sistema de transporte mecanizado y seguro. Todo este sistema pasará y tendrá varios puntos clave, como puertos y ciudades del paseo Mediterráneo, además de capitales. Surge directamente desde la zona fronteriza de Algeciras, hasta la zona norte francesa.

Pero, ¿cómo se distribuye y cómo funciona esta nueva idea?

A parte de la idea ferroviaria, también se tienen en mente construir otro tipo de alicientes o atractivos como centros comerciales, tiendas, etc, fidelizando con otras marcas o asociaciones como el grupo INDITEX o la compañía aérea Lufthansa AG. Por eso mismo, nuestros productos o servicios estarían dirigidos a consumidores pertenecientes a una clase media o clase alta, ya que dependiendo de la renta económica, solo se lo podrán permitir aquellos consumidores con unos ingresos medios y superiores al promedio.

Rubén M. Izquierdo
Marketing Manager

AME:



2022 SPEED™
Madrid, 28027
@mediterraneanspeed

Rubén M. Izquierdo
Marketing Manager



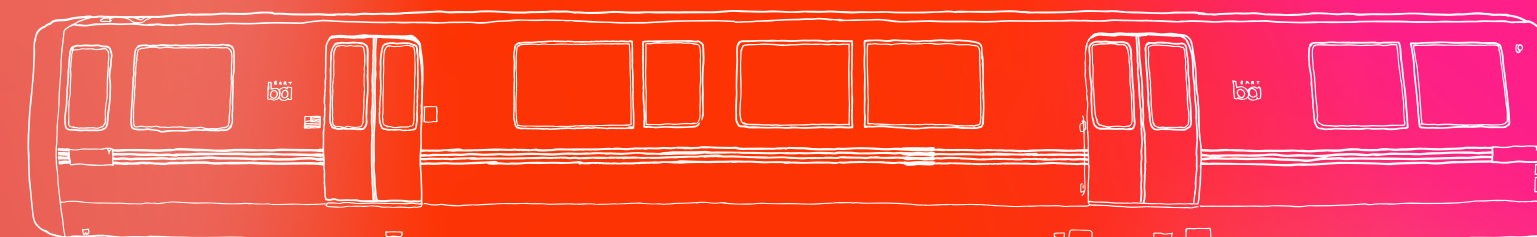
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Newsletter de SPEED™

SPEED.com





THANK YOU!

SEE YOU NEXT TIME AT THE SPEED OF LIGHT!




SPEED™ - Promotional Video (English)



Share



SPEED™

Watch on  YouTube

