



PELOTON

Brand Positioning

Presentation Template



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Target Consumer: Psycho-graphics

Serious About Fitness



PRIORITIZES FITNESS

Works out 4+ times per week



ENERGY

Enjoys the energy of workout classes



ROUTINE

Follows an exercise routine, of multiple types

Target Consumer:

Demographics



MARRIED, WITH KIDS



HIGHLY EDUCATED



LIVE IN SUBURBAN AREAS

\$150+

SPEND PER MONTH ON FITNESS

35-50

YEARS OLD, AVG OF 43

\$100-
150K+

HOUSEHOLD INCOME

CONSUMER PROMISE:

Peloton makes
you want to
show up.



Consumer Promise



WHO WE ARE:

- Motivating
- Modern
- Premium
- Authentic
- Enthusiastic
- Captivating
- Confident
- Inclusive
- Street-wise
- Empowering
- Optimistic
- Community

WE ARE NOT:

- Preachy
- A Fad
- Exclusive
- Sterile
- Over-the-Top
- Goofy
- Aggressive
- Snobby
- Religion
- Satisfied
- Cheap
- A Fitness Brand

We are **NOT** a Gimmicky Fitness Brand



NO CHEESY ADS



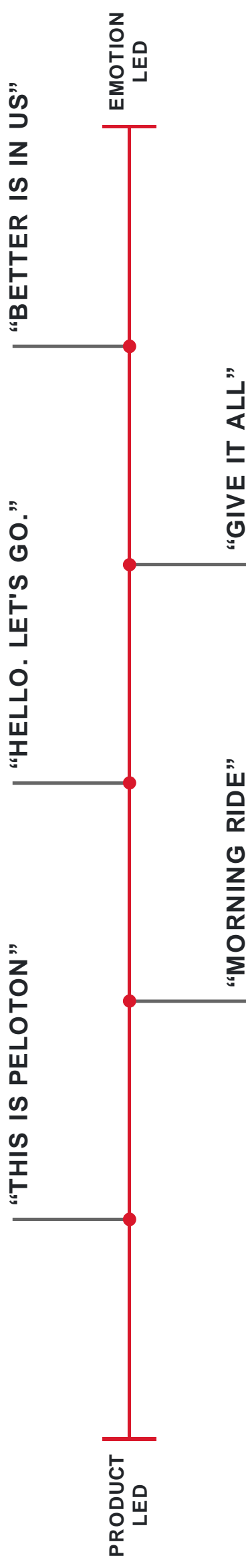
DON'T TALK DOWN



NO BEFORE & AFTERS

Product and Emotional Storytelling

Having a balance of product and emotional storytelling relies on brand awareness and product understanding.





Functional: Inward

What does the product do **for me?**



MAKES HARD WORK FUN

Our brand is about making the hard work enjoyable. We visually represent this by focusing on our content and instructors while still always showing hard work—it's not a party on a bike.



PUSHES ME TO EXCEL

Through metrics, the leaderboard and over all UX. Engaging content shows Peloton will keep you motivated.

We also always show intensity and working hard.

Functional: Outward

How would I describe **the product?**



INNOVATIVE DESIGN

Our creative dramatizes the beauty of the design of our bike and the technological advancements to reinforce “Innovative Design” while always showing in situ—not sterile product shots



WHOLLY IMMERSIVE

Our marketing always shows the protagonist fully engaged and immersed in the class, not distracted doing something else. This is his/her escape. We portray the content as hero.

Emotional: Outward

How does the brand make me **look**?

Tech savvy. This is reinforced by press coverage across tech and publications.



“Peloton is now a unicorn because of the spinning class craze”

TECHCRUNCH



“Give your home a smart gym with this connected workout equipment”

GEARBRAIN



“Peloton to launch its smart exercise bike in the UK and Canada”

CURCUIT BREAKER

Emotional: Outward

How does the brand make me **look**?

Discerning. Our consumers feel that owning a Peloton is a badge that shows they have good judgment and are savvy, as confirmed by their reviews and social sentiment.

“I used to go to spinning classes a few times/week, but they didn't fit well into my schedule, as I work nights. This bike is beautiful, smooth, quiet... So happy I bought this.”



MACKENZIE, GORDON, PA

“The experience is flawless—from the delivery to the workouts. The bike is incredible, and the classes are amazing. Instructors are great... Owning a Peloton has been a **life-changing experience.**”



AARON, NEW YORK, NY

“As a teacher and a yoga instructor with a busy life this **bike has made working out so much easier.** Jump on the bike, bang out a workout, and move on with my day.”



RYAN, BAKERTON, WY

Emotional: Inward

How does the brand make me **feel**?



COMMITTED

Our creative shows the work and intensity to reinforce that Peloton users are wholeheartedly dedicated.



LIKE NOTHING IS IN MY WAY

Our storytelling always includes an “afterglow” moment post-workout that describes the positive feeling Peloton provides that you can take with you for the rest of the day.



LIKE I BELONG TO SOMETHING

While we do not overtly talk about the “community” of Peloton, we do leverage copy like “never ride alone”, show the leaderboard and show multiple riders to reinforce that you are a part of something bigger.



LIKE I CAN ACCOMPLISH ANYTHING

Our creative weaves in content on and off the bike allowing you to be your best for the whole family— brought to life in an authentic, human way— oozing with optimism.

CONVENIENCE AND EFFICIENCY

Being able to workout when and how you want,
in a way that fits your life.



COMMUNITY

Shared experiences are hugely popular and research shows people are more motivated and fulfilled when they work out together.



LIVE PERFORMANCE METRICS

Our target—Serious About Fitness—is more likely to stay committed and “show up” knowing they can track their progress.



THE BIKE ITSELF

Premium design and state of the art tech—fully justifying the cost.



VARIETY OF CLASSES

being able to change your workouts resonates in research. There is always a class and instructor to suit you.



THE INSTRUCTORS

Best in class, motivational and inclusive, earning them “celebrity status” among their riders.





 PELOTON

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