



# PELOTON

Presented by Ary, Ximan, Tingzhu and Monica

Managing Media Relations



# AGENDA

SITUATION ANALYSIS

AUDIENCE

GOAL

OBJECTIVES & STRATEGIES

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# SITUATION ANALYSIS

Peloton has been negatively affected by plummeting sales, a shift in consumer demand, and a scandal after a six-year-old died and dozens of others were injured, leading to a costly recall.



## HISTORY COMPANY

Co-founder and CEO John Foley to step down over a year ago - replaced by Barry McCarthy.

Has all but stopped manufacturing the machines as it works to offload \$1.5 billion in inventory as of the end of its most recent fiscal quarter.

Between July and December last year, Peloton spent \$0 on work-in-process inventories, or products actively being manufactured, securities filings show.

## HISTORY COMPANY

Under McCarthy's leadership, Peloton is pivoting away from hardware and transforming into a software-first company focused on its content.

# PRIMARY AUDIENCE



**Primary: Females between the ages of 25 and 44**

**Age:** 25 to 44 years old and represents women at different life stages, from their careers to the various stages of family life.

## Characteristics of the Target Audience:

**Education:** They are pursuing some degree or have recently graduated.

**Digital Literacy:** This audience may be more likely to use online resources such as fitness apps, social media, and fitness guides on the internet



# SECONDARY AUDIENCE

## Characteristics of the Target Audience:

**Education:** They are pursuing some degree or have recently graduated. This audience knows about fitness, is health conscious, and attempts to balance a healthy lifestyle and social lives.

**Secondary: Females and Males between ages of 18 to 24**

**Age:** 18 to 24 in the early stages of school and their careers. This audience encompasses a mixture of single, married, and parents.

**Digital Literacy:** They are highly engaged with social media platforms like Instagram, TikTok, and YouTube. Peloton can develop engaging and shareable content to reach and resonate with them.

This age group often follows social media influencers who promote health, wellness, and fitness-related content. Partnering with relevant influencers can increase brand visibility and credibility.



# GOAL

For Peloton to be distinguished as the  
leading at-home fitness company in the  
United States.

# OBJECTIVES & STRATEGIES

## PRIMARY

### Awareness Objective

To have an effect on the awareness level the primary audience has of our new online class offerings so that 40% of monthly users attend different classes by May 2024.

To raise the awareness of our online classes, we will communicate via several media platforms and open a mode for two-way communication between Peloton and its audience.

### Action Objective

To motivate 15% of the primary audience to upgrade their Peloton equipment by May 2024.

To motivate current users to upgrade their equipment, technology experts will effectively communicate the benefits and differences with the new models and educate them on the new features that prioritize the safety of the user.

### Action Objective

To encourage the primary audience to continue using Peloton equipment so that 10% of current users increase the number of classes they take a week by May 2024.

To encourage users to increase the number of weekly classes they take we will communicate to them about the upcoming release of new on demand classes.

# TACTICS



A showcase (Revitalize Your Ride) will be held in which awareness of the brand and its offerings will be increased.

- a. Use social media to promote the new classes and event.
- a. Reach out to the media to run a story about the health benefits of using Peloton.

## Technology Experts

- a. Create a brochure detailing the new enhancements on the bikes
  - i. Classes will be outfitted with the latest technology
  - i. Salesperson/tech person will be in attendance explaining the difference in equipment

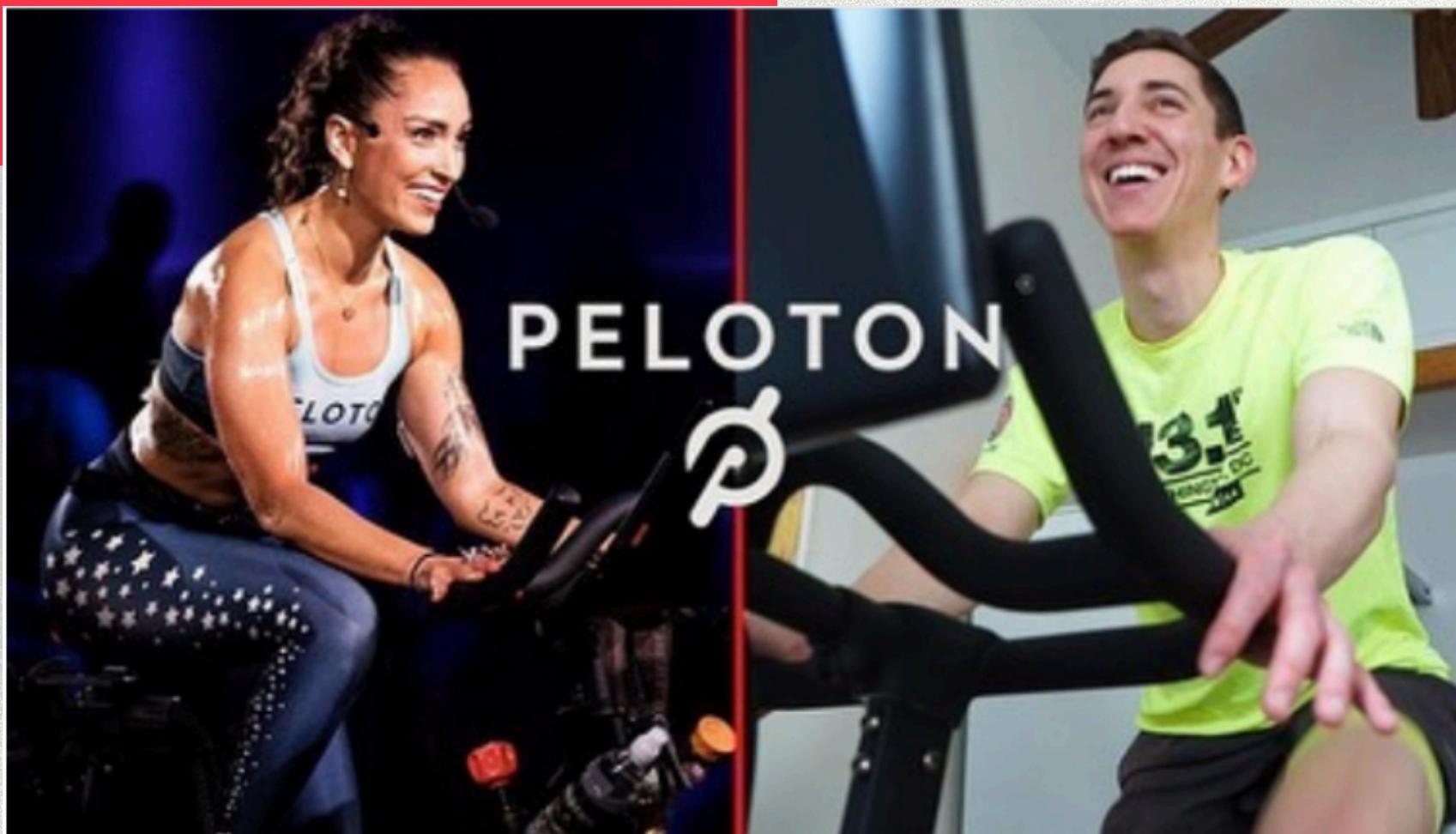
Loyalty program - Newsletter will be used to promote this.

- a. Give Peloton users rewards for showing up more than 3 times a week

# PRIMARY TACTIC 1: SOCIAL MEDIA POST

A showcase (Revitalize Your Ride) will be held in which awareness of the brand and its offerings will be increased.

- a. Use social media to promote the new classes and event.
- a. Reach out to the media to run a story about the health benefits of using Peloton.



Ready to revitalize your ride? 🚴‍♂️🌟 Join Peloton's energizing showcase of events to wholeheartedly embrace the fitness journey and rekindle your passion for wellness!

📅 : April 6

📍 : 450 W 33rd St, New York, NY 10001

#RevitalizeYourRide is more than an event, it's a movement.

🔥 New classes, new experiences! Peloton's latest and greatest classes, from spirited rides to tranquil stretches, we have something for every Peloton enthusiast. With dynamic music and a community of like-minded people, let us enhance your fitness journey in every way!

🎁 Exclusive Giveaways

However, no showcase event is without surprises! We've got an exclusive giveaway for you that will take your Peloton experience to the next level. Trust us, you don't want to miss out!

Ready to invigorate your ride?

🚀 Click 'Enter' and spread the word! Let's create happy and healthy moments with Peloton. 📖🚴‍♂️ #UpliftYourRide #Peloton Showcase Event #FitnessFamily See you there, Peloton warriors! ❤️🚴‍♂️

# PRIMARY TACTIC 1: MEDIA PITCH

## Key Messages:

- 1. Inform the media of the showcase, 'Revitalize Your Ride'.**
- 2. Educate the particular journalist about our latest cycling bike.**
- 3. Persuade the journalist to attend the showcase, 'Revitalize Your Ride'.**

A showcase (Revitalize Your Ride) will be held in which awareness of the brand and its offerings will be increased.

- a. Use social media to promote the new classes and event.
- a. Reach out to the media to run a story about the health benefits of using Peloton.

To: Danielle Friedman  
From: Arinellys Rosario  
Subject: Unveiling 'Revitalize Your Ride': A Breakthrough in Cycling Fitness

Hello Danielle,

Your recent work on "Don't let the rain cancel your workout" was riveting and showed the perks and benefits of running no matter the weather.

My name is Arinellys Rosario, and I am the Media Relations Coordinator for Peloton. As an avid reader of the New York Times, especially the health and wellness section, I am contacting you regarding our upcoming 'Revitalize Your Ride' showcase. I believe this will be an exciting development in cycling fitness, which your readers would resonate with.

'Revitalize Your Ride' is a cutting-edge showcase set to revolutionize how Peloton users experience cycling. Our showcase not only unveils a diverse array of on-demand classes tailored for all fitness levels but also introduces state-of-the-art cycling bikes that promise to redefine the cycling experience.

This initiative is not just about exercise; it's a journey toward transforming one's well-being. The on-demand classes offer a dynamic range of workouts, from high-intensity rides to scenic explorations, ensuring there's something for everyone.

Additionally, our new cycling bikes combine innovation and comfort to elevate the riding experience to new heights – it's an immersive experience tailored for anyone seeking to enhance their health and fitness. The newly introduced cycling bike seamlessly blends innovation with comfort, ensuring a safe and enjoyable ride.

The showcase will include three different live classes participants can sign up for with our world-renowned trainers, a raffle in which participants can win a new spin bike, and a selection of apparel and accessories for sale. Throughout the event, our technology experts will answer questions participants may have about the new bike, safety features, visual enhancements, and trade-in programs.

I believe 'Revitalize Your Ride' aligns seamlessly with your audience's interests in health, wellness, and the latest trends in fitness. We would be honored to provide access to our showcase, allowing you to witness firsthand the advancements shaping the future of cycling fitness.

Please let me know if you're interested in learning more, we look forward to the possibility of collaborating with the New York Times to spread the word about this exciting leap in cycling innovation.

Thank you for your consideration, and I'm happy to provide any additional information you may require.

Best regards,

Arinellys Rosario  
Media Relations Coordinator  
[Arinellysrosario@peloton.com](mailto:Arinellysrosario@peloton.com)

# PRIMARY TACTIC 2: BROCHURE



**With Peloton's commitment to creating a secure workout environment, you can confidently pursue your fitness goals from the comfort of your home.**

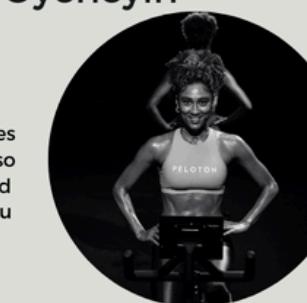


**Where every pedal takes you further.**

Outside



This new section of classes are top notch. There are so many to choose from and easy to adapt to what you are looking for.  
Ally Love



Inside

## Key Messages:

1. Inform consumers of the new classes and instructors.
2. Inform consumers of the enhancements on the new cycling bikes.
3. Excite consumers about the new classes and bike.

## New On-Demand Class Styles

All in Sprints  
Climb Your Mountain  
Jumps  
HIIT  
45 minute Endurance  
Quick Hitters

## Class Instructors

Robin Arzon  
Emma Lovewell  
Jess King  
Ally Love  
Cody Rigsby  
Tunde Oyeneyin



## Gold Standard

Peloton's new spin bike sets the gold standard for safety in home fitness equipment. Engineered with precision and user well-being in mind, this state-of-the-art bike boasts robust safety features.

## Claire McMann

"I never thought a workout could be so empowering until I bought my first Peloton bike and entered the wonderful world of on-demand classes."

The sleek design of the new bike, advanced safety features, and screen enhancements enable a truly immersive and transformative experience.

I cannot recommend the Peloton Bike Pro enough!"



ARINELLYS

# PRIMARY TACTIC 3: PRESS RELEASE

**Key Messages:**  
Inform the public of the showcase and new initiative.

Loyalty program - Newsletter will be used to promote this.

- Give Peloton users rewards for showing up more than 3 times a week

## "REVITALIZE YOUR RIDE" PELOTONS LATEST SHOWCASE ANNOUNCED

MONDAY 22/01/2024

WWW.PELOTON.COM



### PELOTON

PELOTON, A GLOBAL LEADER IN THE FITNESS INDUSTRY, IS THRILLED TO ANNOUNCE ITS LATEST CUTTING-EDGE SHOWCASE, "REVITALIZE YOUR RIDE." THIS GROUNDBREAKING SHOWCASE WILL REVOLUTIONIZE THE BIKE RIDING EXPERIENCE FOR FITNESS ENTHUSIASTS WORLDWIDE IN NEW YORK ON APR 4 FROM 2 P.M. TO 4 P.M.

"REVITALIZE YOUR RIDE" BEGINS PELOTON'S JOURNEY TO ENHANCE PERSONAL WELL-BEING THROUGH CUTTING-EDGE TECHNOLOGY AND INNOVATIVE FITNESS SOLUTIONS. IN THIS SHOWCASE, PELOTON WILL PROUDLY PRESENT DIVERSE ON-DEMAND PROGRAMS FOR ALL FITNESS LEVELS AND ITS NEWEST ADVANCED BIKES. THESE BIKES ARE DESIGNED TO REDEFINE THE RIDING EXPERIENCE, SEAMLESSLY COMBINING INNOVATION, COMFORT, AND SAFETY TO ENSURE A SMOOTH AND ENJOYABLE RIDE.

THERE WILL BE FOUR MAIN HIGHLIGHTS FOR FITNESS ENTHUSIASTS AT PELOTON'S 'REVITALIZE YOUR RIDE' EVENT:

- PARTICIPANTS WILL BE ABLE TO PARTICIPATE IN THREE DIFFERENT ON-SITE CLASSES WITH WORLD-REOWNED INSTRUCTORS, ALLOWING EACH PARTICIPANT TO EXPERIENCE A PROFESSIONAL AND MOTIVATING FITNESS ENVIRONMENT.
- A NEW PELOTON BIKE WILL BE RAFFLED DURING THE EVENT, BRINGING THIS INNOVATIVE CYCLING EXPERIENCE INTO THEIR HOMES.
- PELOTON'S TEAM OF TECHNOLOGY EXPERTS WILL BE ON HAND TO ANSWER QUESTIONS ABOUT THE NEW BIKES, INCLUDING SAFETY FEATURES, VISUAL ENHANCEMENTS, AND REPLACEMENT PROGRAMS, TO ENSURE THAT PARTICIPANTS CAN FULLY UNDERSTAND AND EXPERIENCE THE LATEST FITNESS INNOVATION.



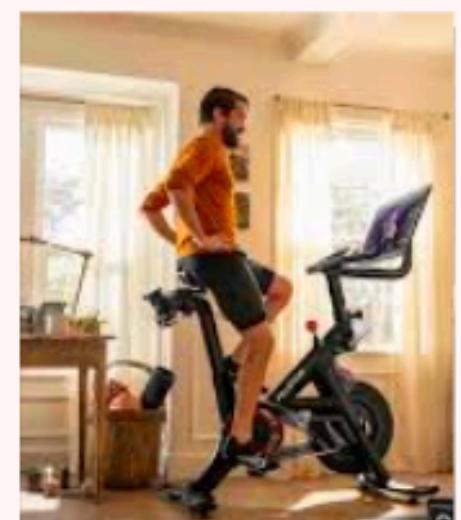
PELOTON CEO BERRY MCCARTHY SAID, "TOGETHER, THESE FOUR HIGHLIGHTS FORM AN ALL-ENCOMPASSING, INTERACTIVE FITNESS EXPERIENCE THAT FORESHADOWS THE FUTURE OF CYCLING FITNESS. THAT'S WHAT PELOTON IS IN THE BUSINESS OF DOING". THE EVENT WILL ALSO FEATURE A RANGE OF STYLISH AND FUNCTIONAL FITNESS APPAREL AND ACCESSORIES TO ENHANCE PARTICIPANTS' WORKOUT EXPERIENCE.

"REVITALIZE YOUR RIDE" IS MORE THAN JUST AN EVENT; IT'S A COMMITMENT TO HEALTH, FITNESS, AND STAYING ON TOP OF THE LATEST FITNESS TRENDS. PELOTON IS EXCITED TO OFFER THIS UNIQUE OPPORTUNITY TO EXPERIENCE THE FUTURE OF CYCLING.

TO LEARN MORE ABOUT "REVITALIZE YOUR RIDE" VISIT,  
[WWW.PELOTON.COM/REVITALIZEYOURRIDE](http://WWW.PELOTON.COM/REVITALIZEYOURRIDE)

PELOTON IS A GLOBAL FITNESS COMPANY THAT IS REVOLUTIONIZING THE WORLD OF EXERCISE. WITH A FOCUS ON THE MARRIAGE OF TECHNOLOGY AND FITNESS, PELOTON DELIVERS IMMERSIVE, SOCIALLY CONNECTED FITNESS EXPERIENCES POWERED BY ITS WORLD-CLASS TRAINERS AND INNOVATIVE EQUIPMENT.

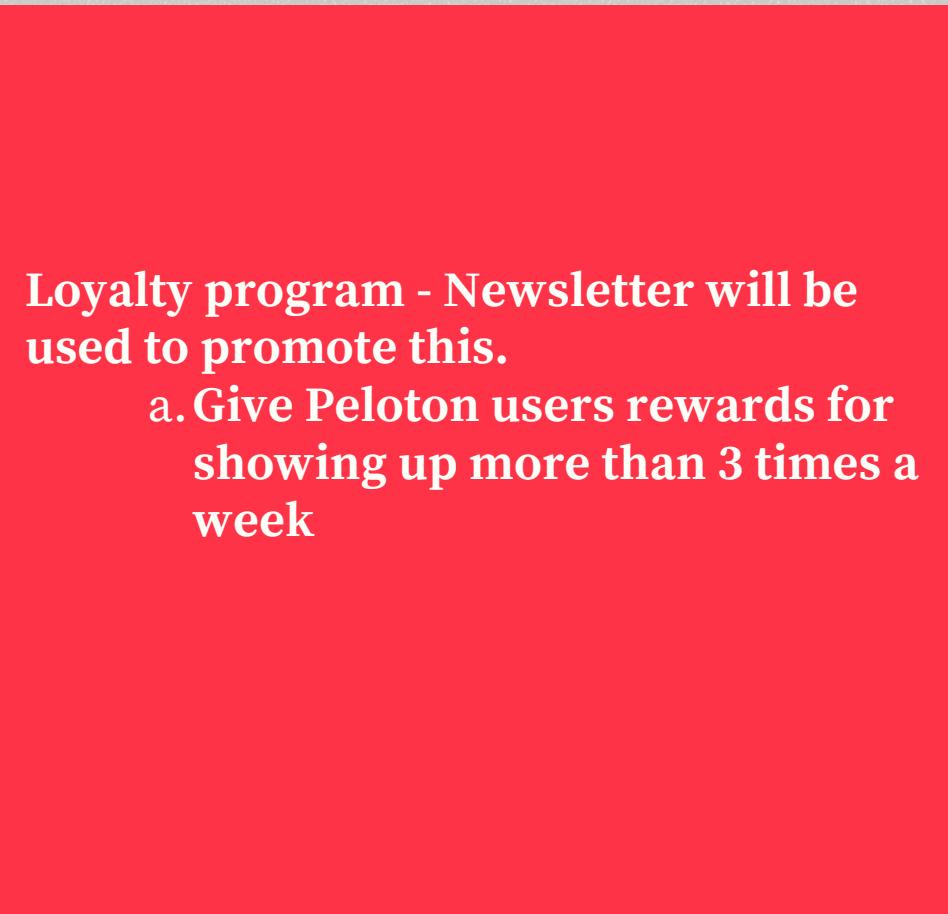
MEDIA RELATIONS SPECIALISTS:  
ARY ROSARIO AND XIMAN XU  
XX2439@NYU.EDU



# PRIMARY TACTIC 3: NEWSLETTER

**Key message:**

- A newsletter will be created and sent to our email subscribers.
- The newsletter will include information about the upcoming showcase
- The enhancements of the new bike
- A call to action to join a new fitness challenge.



**Loyalty program - Newsletter will be used to promote this.**

- a. Give Peloton users rewards for showing up more than 3 times a week

## PELOTON

### Revitalize Your Ride 99

Dear Peloton users

We're about to embark on an exciting transformation and invite you to participate in Peloton's highly anticipated Revitalize Your Ride Showcase!

Join the **Peloton community**, and let's get started on an unparalleled fitness journey!

Date: April 4

Location: 450 W 33rd St, New York, NY 10001

Time: 2PM-4PM



In this session, we will offer customized classes to refresh your training program with cutting edge workouts to maximize a better experience for you. The most exciting part is the interaction with our elite Peloton mentors, whom Peloton has sourced for you worldwide. These instructors are the core of our community and combined with Peloton's lineup of the latest equipment that combines human potential with technological excellence, they allow us to gain insights that go beyond regular training sessions.

We are building a platform and dynamic community interaction. Peloton will bring together like-minded fitness enthusiasts to help you quickly meet new fitness allies. Build a healthy, sunny, and active exercise community.

Consistency is the most complex challenge in any fitness journey. To celebrate your dedication, we're excited to offer our rewards program! When you attend three or more classes per week, you can win exclusive Peloton merchandise - stylish workout clothes, snazzy water bottles, and versatile tote bags for you to collect.

#### COME AND JOIN US!

We have a limited amount of space reserved for those who are eager to redefine their fitness journey. Please confirm your attendance by [RSVP for reservation date] to ensure you enter so you can access and open to an ecosystem centered on your health and well-being.

#### ALSO:

Your voice is important to us. Use #RevitalizeYourRide to join the conversation anytime during the event and let your experience inspire a community ready for greatness.

We're ready to enter a future where our collective energy creates positive change. Become a change agent. Be a part of Peloton.

# OBJECTIVES & STRATEGIES

-SECONDARY

To have an effect on the awareness level new customers have so that 20% of them have a positive impression of the brand by May 2024.

To raise awareness to new customers we will establish strategic partnerships with social media influencers.

To motivate new customers to use the Peloton app so that there is a 15% increase in new customer usage by May 2024.

To motivate new customers to use our app we will develop informative and engaging content focused on educating the benefits of at-home fitness, Peloton's fitness classes, and the various features of Peloton's products.

To stimulate new customers to purchase Peloton equipment so that by May 2024, 10% of new customers have equipment.

To stimulate the purchase of equipment we will establish strategic partnerships with colleges and universities to promote Peloton memberships and on-campus events.

# TACTICS



Partner with influencers to promote the brand. These influencers are popular in the fitness and health industries.

- a. Create pitch letters for the influencers.

Create Peloton ads on Instagram & TikTok

Host an on campus workout event where fitness instructors will bring spin bikes to the university where they will host a 45 min workout and giveaways will be available before or after the workout.

# APPENDIX

## Secondary Tactic 1a: List of Influencers

### Key Messages:

1. Create a list of influencers popular in the fitness and health industries.
2. Give the background information of these influencers (work content & popularity).
3. Show the type of products or services the influencers be offered to promote brand.

### Secondary Tactic 1a: List of Influencers - Tingzhu

1. Sommer Ray: An American fitness influencer and bodybuilder based in Los Angeles, California, with 25.1 M followers on Instagram. She will be offered to promote bikes, treads, row, and accessories.
2. Chloe Ting: An Australian fitness instructor, certified personal trainer based in New York, with 24.9 M subscribers on Youtube. She will be offered to promote bikes, treads, row, accessories, and apparel.
3. Anllela Sagra: A Columbian bodybuilder, model and online personal trainer based in California, with 21.5 M followers on Instagram. She will be offered to promote bikes, treads, row, accessories, and apparel.
4. Michelle Lewin: A Venezuelan fitness model and bodybuilder based in South Florida, with 16.2 M followers on Instagram. She will be offered to promote bikes, treads, row, and accessories.
5. Ana Cheri: An American health and fitness lifestyle influencer based in California, with 12.6 M followers on Instagram. She will be offered to promote bikes, treads, row, and accessories.
6. Simeon Panda: An English fitness trainer and influencer based in Los Angeles, California, with 8.2 M followers on Instagram. He will be offered to promote bikes, treads, row, and accessories.
7. Phil Health: An American athlete and professional bodybuilder based in Fort Lauderdale, Florida, with 4.1 M followers on Instagram. He will be offered to promote bikes, treads, row, accessories, and apparel.

# APPENDIX

## Secondary Tactic 1b: Pitch Letters to Influencers

### Secondary Tactic 1b: Pitch Letters to Influencers - Tingzhu

To: Sommer Ray/Chloe Ting/Anllela Sagra/Michelle Lewin/Ana Cheri/Simeon Panda/Phil

Health

From: Tingzhu Lu

Subject: Boost your fitness influencer career with Peloton

Hello Sommer/Chloe/Anllela/Michelle/Ana/Simeon/Phil,

Are you interested in boosting your health and fitness influencer career? As a former bodybuilder focusing on workouts, modeling and lifestyle/an enthusiastic fitness instructor sharing workout videos, healthy recipes, and fun workout-related content/a bodybuilder, model and online personal trainer sharing a blend of lifestyle and fitness content/a fitness influencer passionate about sharing effective workouts and healthy meals/a health and fitness lifestyle influencer emphasizing not only fitness, beauty and travel but acting and modeling/a fitness trainer and influencer focusing on a high-octane journey through workout routines, bodybuilding, and a smattering of family life/an original bodybuilder and US Mr. Olympia winner emphasizing a blend of motivation, fitness tips, workout routines and mindset training, this can be an interesting and unmissable chance for you.

My name is Tingzhu Lu, and I am a Public Relations Executive of Peloton. With a strong interest in the health and fitness field and a thorough understanding of your continuous achievements, I am contacting you regarding our recently planned brand promotion for Peloton's online classes and professional equipment.

With over 6.9 million active users and a growing community of influential enthusiasts, Peloton has been increasingly interested in collaborating with top fitness influencers. By promoting Peloton products and services, you can get a staggering increase in revenue, as well as higher impact and popularity in the health and fitness field.

The global trend of online workouts has resulted in a significant surge in demand for healthy lifestyle and fitness technology. Peloton's interactive classes and cutting-edge equipment have attracted millions of subscribers worldwide, making it a must-have brand for health enthusiasts. Your partnership with Peloton will not only help us promote our high-quality products and services but also inspire millions to lead healthier lives.

Don't miss out on this valuable and meaningful opportunity. We'll keep tracking in five days to see if you're interested in expanding the reach of fitness brands. Let's empower others together!

Best regards,

Tingzhu Lu

Peloton PR Team

# APPENDIX

## Secondary Tactic 2: Testimonial Ad



kkimimaroo  
USA, New York



...



“

### CLIENT TESTIMONIAL

Peloton did a fantastic job of helping me build a healthy lifestyle in my university time. This app provides a variety of fitness courses and equipment with a good price as well. I will recommend it to everyone I know!

- Juliana Silva



kkimimaroo I have noticed Peloton @onepeloton several months ago when searching for fitness apps at home and I am very satisfied with its wide range of interesting classes and equipment.

5 seconds ago

# APPENDIX

## Secondary Tactic 2: Testimonial Script

(Intro Scene: Bright and Energetic Gym Setting with Peloton Equipment)

Customer (Smiling): Hey, Instagram fam! I had to share something game-changing with you all. I've been using the Peloton app for a while now, and it's seriously a game-changer.

(Cut to: Clips of Peloton App Workouts on the video)

Customer (Voiceover): Whether I'm on my bike, doing strength training, or even just a quick stretch, the Peloton app has it all. The variety keeps me motivated every single day.

(Transition: Quick Clips of Different Workout Types)

Customer (Excited): And can we talk about the instructors? They're like your personal hype squad, pushing you to do your best every time. Shoutout to Ally Love – you're a legend!

Customer (Encouraging): The progress tracking is on point. Seeing how far I've come is a major confidence boost. It's not just a workout; it's a journey, and Peloton makes it so rewarding.

(Transition: Customer Smiling and Sweating Post-Workout)

### Key Messages:

1. Inform Peloton's different workout types.
2. Give customer experience to raise credibility.
3. Encourage target audience to take action.

Customer (Grateful): Honestly, I've never been this consistent with my workouts. Peloton, you've turned my living room into a personal fitness haven, and I can't thank you enough.

(Closing Scene: Customer Holding Up Smartphone with Peloton App Logo Visible)

Customer (Smiling): So, if you're on the fence, just give it a shot. Trust me, your future self will thank you. #PelotonFan #FitnessJourney

(Outro: Peloton Logo Fades In with a Catchy Tune)

[Intro music playing in the background]

Interviewer: Hey everyone, I'm here with my friend Sara, who's been using the Peloton app for a while now. Sara can you tell us what you love about the Peloton app?

Sara: Absolutely! I've been using the Peloton app for my workouts, and it's been a game-changer. The variety of workouts is incredible. From cycling to strength training to yoga, there's something for everyone.

Interviewer: That's awesome! What's your favorite feature of the app?

Sara: I really love the live classes. It feels like I'm right there in the studio, feeding off the energy of the instructors and the community. It keeps me motivated and makes me push my limits.

Interviewer: Sounds like it keeps things interesting! How has the app impacted your fitness journey?

Sara: It's made working out so convenient. I can do it from home, on my own schedule, without sacrificing the high-quality experience I'd get at a gym or studio.

Interviewer: That's fantastic to hear. And how would you describe the Peloton community?

Sara: The Peloton community is amazing. The support and encouragement from other members, both in live classes and through social features, really keeps me going.

Interviewer: Thanks for sharing your experience with us. It's clear that the Peloton app has had a positive impact on your fitness routine!

Sara: Absolutely, I can't recommend it enough.

[Intro music fades out]

# APPENDIX

## Secondary Tactic 3a: Pitch to University Center

Subject: Exclusive Collaboration Opportunity for Fitness Enthusiasts – Peloton Spin Event

Coming to your University!

Dear NYU Secretary,

I am reaching out to you to propose an exciting and engaging event for the students at NYU. We have this amazing opportunity to partner with Peloton, a leading fitness platform and pioneer in immersive fitness experiences, bringing an exclusive Spin Event to your campus! And we can't wait to share the energy and excitement with you.

The event will feature Peloton fitness instructors who will bring spin bikes and lead an invigorating 45-minute spin session. This will be a fantastic opportunity for students to experience the high-energy and motivational workouts that Peloton is renowned for, right in the comfort of their own university. Whether you're a seasoned rider or new to spinning, this workout is tailored for everyone. Experience the thrill of our state-of-the-art spin bikes that guarantee a ride like no other.

In addition to the workout, attendees will have the chance to participate in giveaways before or after the workout. From stylish totes to exclusive Peloton gear and special discounts on Peloton memberships, we've got exciting surprises for you. This presents a wonderful opportunity for students to win fantastic prizes and discover the benefits of the Peloton fitness experience.

By hosting this event, NYU will provide a unique and memorable fitness opportunity for its students, promoting wellness and healthy habits on campus and fostering a healthy and active community. It will also showcase the university's commitment to providing diverse and engaging

experiences for its student body. Peloton shares that commitment, and we're thrilled to collaborate with you to bring this unique fitness experience to your campus.

We are excited about the potential to bring this inspiring event to your university and would love the opportunity to discuss this proposal further and address any questions or concerns you may have. Please let us know if this is something that could be of interest to your organization. Our team is prepared to coordinate all aspects of the event, ensuring a seamless and impactful experience for NYU students.

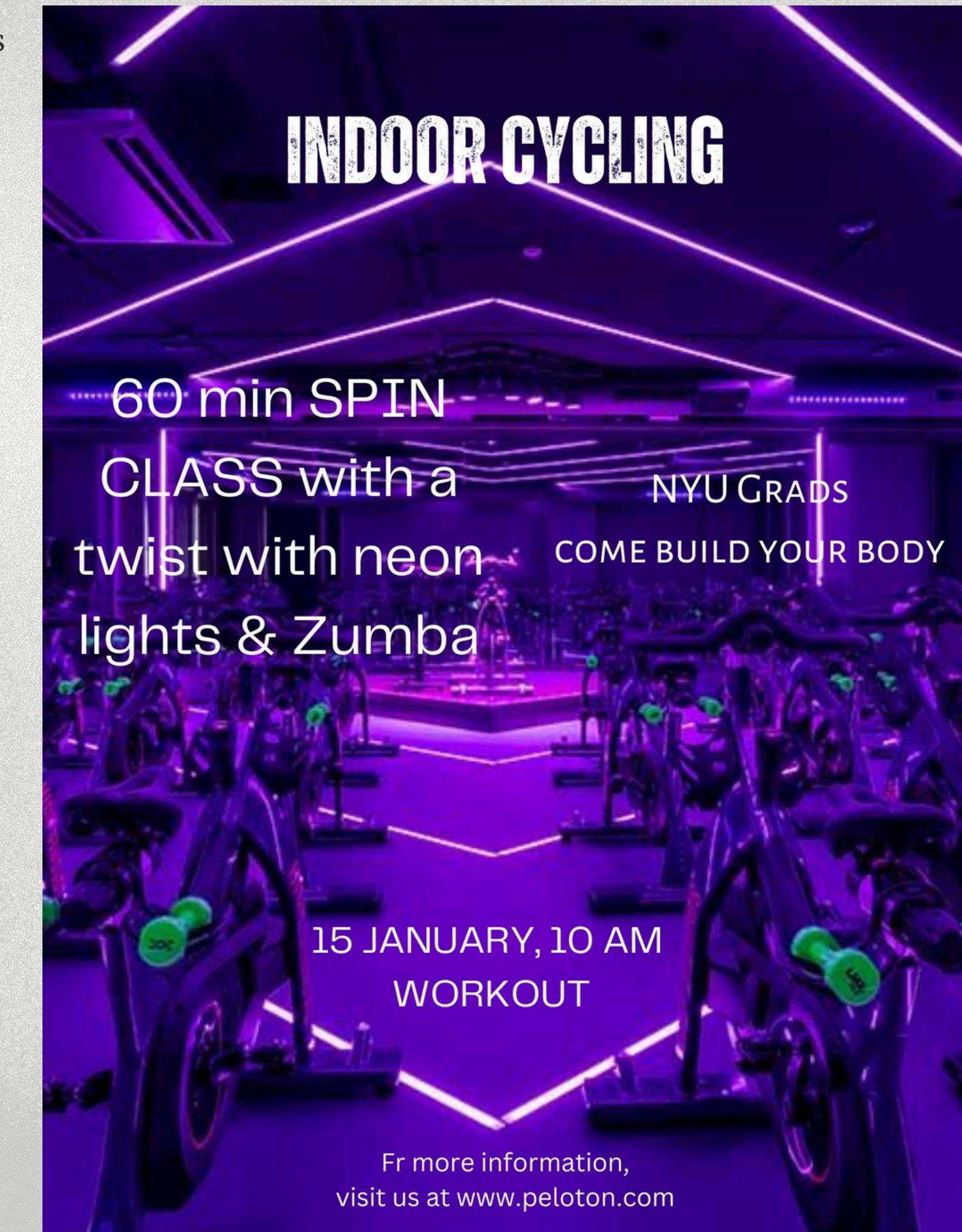
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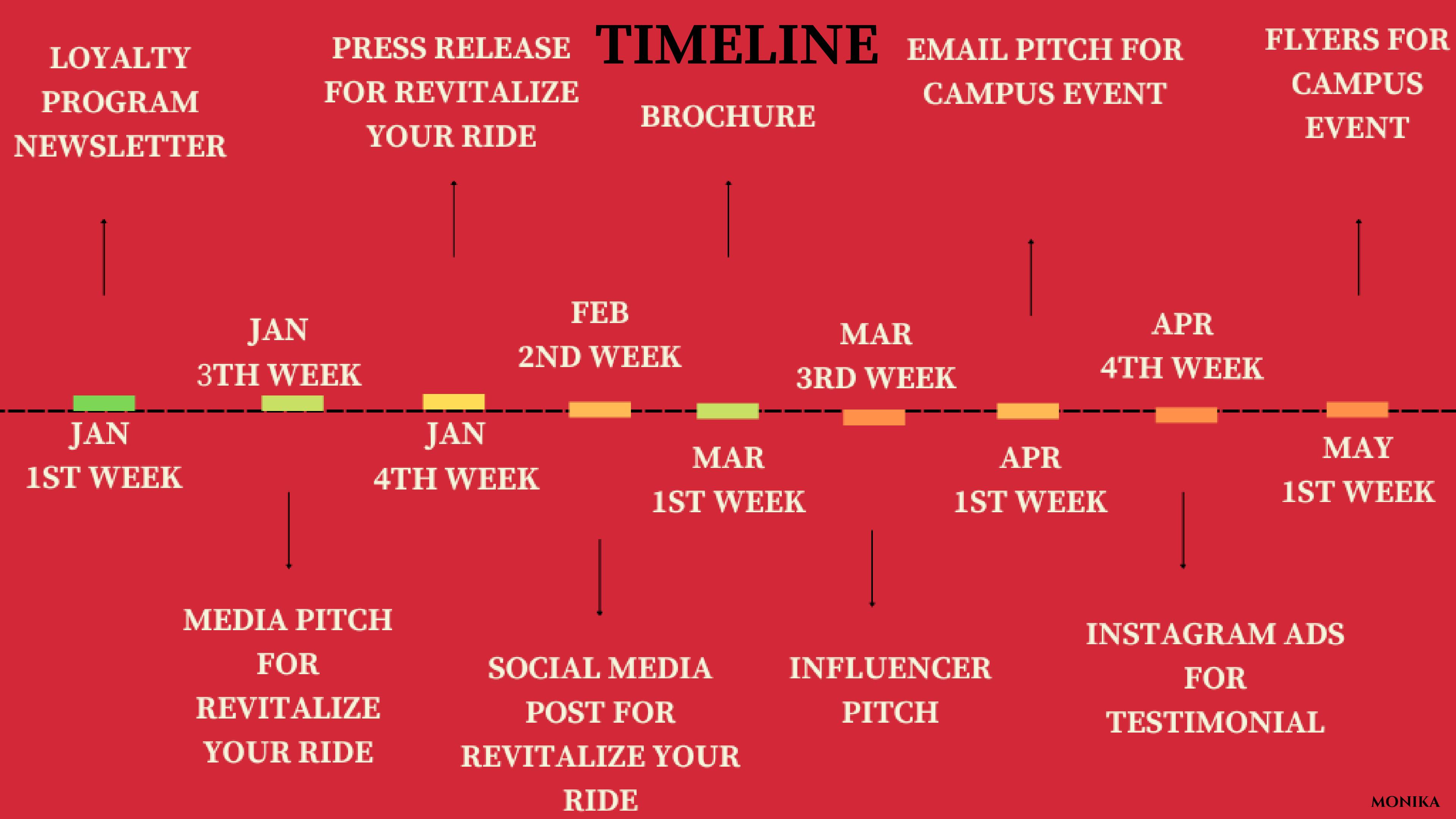
Monica Solanki Peloton Publicist

MONICA

# APPENDIX

Secondary Tactic : Flyers





# EVALUATION: PRIMARY

<p>To have an effect on the awareness level the primary audience has of our new online class offerings so that 40% of monthly users attend different classes by May 2024.</p>	<ul style="list-style-type: none"><li>• We will measure this objective by calculating how many of our online members attend the new class offerings.</li><li>• We will measure the success of the objective by tracking how many media pitches are answered.</li></ul>
<p>To motivate 15% of the primary audience to upgrade their Peloton equipment by May 2024.</p>	<ul style="list-style-type: none"><li>• We will measure this objective by tracking the number of new Peloton bikes sold to existing customers.</li><li>• Evaluate new customer acceptance of the product and conversion efficiency by measuring the percentage of conversions from free trials or first contacts to paying users. Optimize PR strategies and customer journeys by tracking this metric.</li></ul>
<p>To encourage the primary audience to continue using Peloton equipment so that 10% of current users increase the number of classes they take a week by May 2024.</p>	<ul style="list-style-type: none"><li>• We will measure this objective by calculating the number of users attending the new classes compared to the older classes.</li><li>• We will measure the percentage of users who start and complete a new course as a way to assess the attractiveness of the course and user satisfaction. Our goal is that a certain percentage of users will complete the new courses they take.</li></ul>

# EVALUATION: SECONDARY

To have an effect on the awareness level new customers have so that 20% of them have a positive impression of the brand by May 2024.

- We will measure this objective by calculating how many new customers are engaging with our social media accounts and the influencers we are partnering with.
- We will measure the success of the objective by tracking how many new customers we receive due to our influencer partnerships.

To motivate new customers to use the Peloton app so that there is a 15% increase in new customer usage by May 2024.

- We will measure the success of the objective by tracking the engagement rates of our posts.
- We will measure changes in new customers' in-app activity, such as growth in daily active users (DAUs) and monthly active users (MAUs).

To stimulate new customers to purchase Peloton equipment so that by May 2024, 10% of new customers have equipment.

- We will measure this objective by keeping track of what type of customers are buying Peloton equipment.
- Regularly track changes in new customers' perceptions of the brand through online questionnaires or social media analytics tools.



THANK  
YOU