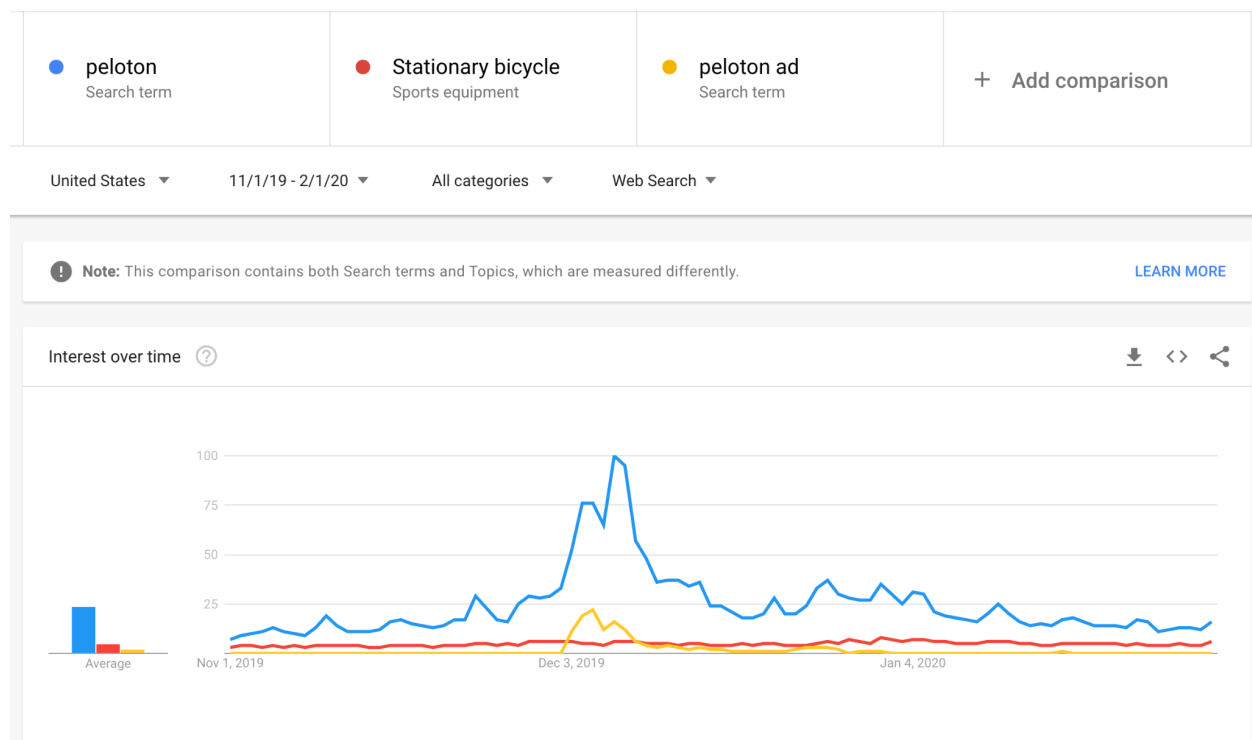
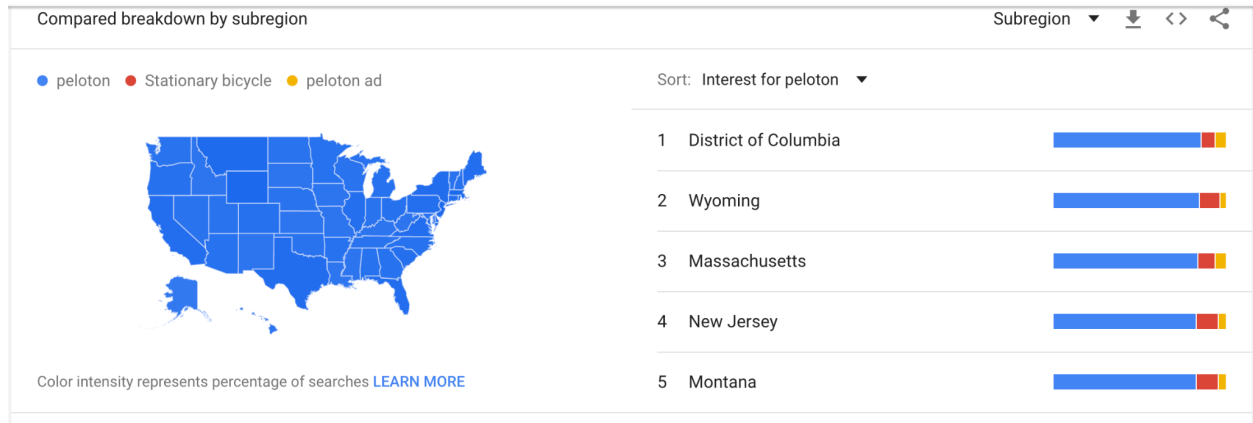


Investigate consumer reactions surrounding Peloton's 2019 holiday commercial with the help of Google Trends, Twitonomy, LIWC, and Facebook Audience Insights. Considering the marketing value created with its subsequent fallout, was the commercial positive or negative for the brand?

## Google Trends



After the commercial in 2019, the search for Peloton has increased and it reaches a peak on December 7th, 2019, and then the search sharply drops. On the contrary, the topic of stationary bicycles has not changed. So people search for Peloton not because people get more interested in exercise bikes but because they are interested in this controversial advertisement.




From the regions of search, we can see that people searching for peloton are mostly in northern states, which is sort of like where the couple in the 2019 commercial live. So the peloton has identified its customer on the ad.

## Twitonomy

## Tweets



 Add search to dashboard Open in Twitter

**Alexis Moore, MS, RD** @AMooreRD Tue Nov 01 19:54:02 +0000 (GMT) via Twitter Web App  0  
or just use this: RAXX7M [#peloton](#) [#pelotonmed](#)




**RibdoPeloton** @RibdoPeloton Tue Nov 01 19:53:24 +0000 (GMT) via Instagram  0  
Decided to post my journey. Come join me. [#peloton](#) [#pelotoncycle](#) [#pelotonweightloss](#) [#pelontread](#) [#pelotonbike](#) [#pelotoncommunity](#) [#pelotonfamily](#) @ The Cotswolds [instagram.com/p/CkbkaY8tO72/...](https://www.instagram.com/p/CkbkaY8tO72/)




**Lucie Heseltine** @LucieJHeseltine Tue Nov 01 18:24:28 +0000 (GMT) via Twitter for iPhone  0  
01/10 - Ride number 1: 60 Min My Mixtape Ride led by Jenn Sherman. This is the first one of hers that I have done and I LOVED IT! Defo going to be queuing up some more! 15.82 miles done. New 60 min PB [#Peloton](#)  <https://t.co/V17LROOvBO>



**Lucie Heseltine** @LucieJHeseltine Tue Nov 01 18:21:42 +0000 (GMT) via Twitter for iPhone  0  
So, this November I am setting myself the challenge of riding 200 miles on the Peloton AND I'm going to TRY and go on it every day, even just for a short ride. If I put it on here I can't back out 😂 [#Peloton](#)



**zeusJuice.ETH** @ElektrikTwo Tue Nov 01 18:18:28 +0000 (GMT) via Twitter Web App  0  
Used my cycling shoes on the [#Peloton](#) for the first time yesterday, and they're game-changers. You can pedal as fast as you can and never worry about slipping off. Ride standing up easily.. Def the way to go




**Pelo Buddy - Unofficial Peloton Resources & News** @PeloBuddy Tue Nov 01 18:14:00 +0000 (GMT) via Twitter Web App  0  
Peloton is potentially considering adding an annual membership option for the Peloton App-only subscription, according to data found by [@BobTreemore](#) \$PTON [#Peloton](#) [#OnePeloton](#) [#PelotonBike](#) [#PelotonTread](#) [pelobuddy.com/rumor-digital-...](https://www.pelobuddy.com/rumor-digital-...)




**Michael Smerconish** @smerconish Tue Nov 01 18:02:09 +0000 (GMT) via Loomly  0  
Guaranteed to place top 10 on the [#Peloton](#) leaderboard. Tag [#SmerchMerch](#) and show us your purple swag! Grab yours here: [loom.ly/KxTAd\\_Y](https://loom.ly/KxTAd_Y) [#TCstrong](#) [@tcscornavacchi](#) <https://t.co/w9FSUcqlIc>




**RibdoPeloton** @RibdoPeloton Tue Nov 01 17:57:34 +0000 (GMT) via Twitter for iPhone  0  
[@onepeloton](#) first day on Twitter and 269 workouts in. I own the bike and the tread. What's the best way to get a full connection of the community? [#peloton](#) [#dedicated](#) [#betterfasterstronger](#) [#bloggerlife](#)



**Crusty Ruffles** @crustyruffles Tue Nov 01 17:47:06 +0000 (GMT) via Twitter for Android  0  
I'm by no means a Wilpers stan, but this pop punk run was surprisingly good. He's no Bradley, but.... [#RosesRebels](#) [#Peloton](#)



**Adam Toren** @thebizguy Tue Nov 01 17:02:15 +0000 (GMT) via Hypefury  0  
I have four things that I do regularly that always bring me joy: 1 - Spend time outside & move my body ([#pickleball](#) & [#peloton](#)) 2 - Spend quality time with family & friends 3 - Do meaningful & purposeful work 4 - Eat healthy food 5- Listen to great music What are yours?



**TrishaDarrcie** @TDarrcie Tue Nov 01 16:42:15 +0000 (GMT) via Twitter for iPhone  0

2019 peloton ad

**Ricky Spanish** @TahkievJones\_21 · 2:57 PM – 9 Feb 2022 via Twitter for Android 5 21  
RT @Ganserband: 2019: people are creeped out by the first peloton ad, whoops 2020: in the weirdest twist of fate, people clearly not financ...

**Dana Fairbanks MD** #ForProfitHealthcareIsImmoral 🇺🇸 @dcfairbank · 9:51 PM – 8 Feb 2022 via Twitter Web App 0 1  
@\_AbolishPolice\_ @RevBlackNetwork @ComptonMadeMe @onepeloton @RealBenGilbert @BusinessInsider Do you remember this awful Peloton ad from 2019? Peloton's terrifying new ad is the best horror movie in recent memory [vox.com/culture/2019/1...](https://www.vox.com/culture/2019/1...) via @voxdotcom

**Nat Turner's Rebellion** @realfacade1 · 7:46 PM – 8 Feb 2022 via Twitter for Android 5 21  
RT @Ganserband: 2019: people are creeped out by the first peloton ad, whoops 2020: in the weirdest twist of fate, people clearly not financ...

**Alicia Gaines** @dialogue\_dub · 7:40 PM – 8 Feb 2022 via Twitter for iPhone 5 21  
RT @Ganserband: 2019: people are creeped out by the first peloton ad, whoops 2020: in the weirdest twist of fate, people clearly not financ...

**DownvotEd** @eknigge · 7:38 PM – 8 Feb 2022 via TweetDeck 5 21  
RT @Ganserband: 2019: people are creeped out by the first peloton ad, whoops 2020: in the weirdest twist of fate. people clearly not financ...



**Rich DiFeo** @richdifeo · 2019年12月2日

...

Is this **Peloton** advert the worst **commercial** of **2019**?

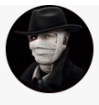
[youtu.be/pShKu2icEYw](https://youtu.be/pShKu2icEYw)



**Brad Schneck** 🇨🇦 @SchneckBrad · 2020年12月23日

...

Remember the most traumatic thing that happened in December **2019** was a **peloton commercial**? [#peloton](#)



**Mr. Z** @MrZMovies · 2020年9月19日

...

Remember in **2019**, when the Internet lost its mind, because they made a **commercial** where a man gave his wife a **Peloton** for Christmas? Those were the days.

4

6

130



**Caroline Schaeffer** @Caro\_dactyl\_ · 2020年12月8日

...

Did all this madness start with the **2019 peloton** Christmas **commercial**? Was she the harbinger of destruction?

From twitonomy, we can figure out that there is generally negative sentiments about this 2019 ad. People think the ads are a disaster since they discriminate against women and only target wealthy clients. So the ads actually may hurt the peloton's brand image.

## LIWC

To identify the influence of this ad, we need to analyze several articles.

Peloton's Cringe-y Ad Got Everyone Talking. Its C.E.O. Is Silent.

<https://www.nytimes.com/2019/12/09/business/media/peloton-ad-ryan-reynolds.html>

### RESULTS

Traditional LIWC Dimension	Your Text	Average for Formal Language
I-words (I, me, my)	0.12	0.67
Positive Tone	2.82	2.33
Negative Tone	2.35	1.38
Social Words	7.87	6.54
Cognitive Processes	7.87	7.95
Allure	4.11	3.58
Moralization	0.12	0.30
<b>Summary Variables</b>		
Analytic	94.55	87.63
Authentic	9.59	28.90

From this article about Peloton's ads, we can find that it has a negative tone score of 2.35 which is much higher than the average for formal language.

## Peloton Releases Second Annual Environmental, Social, and Governance (ESG) Report

<https://www.businesswire.com/news/home/20221101005191/en/Peloton-Releases-Second-Annual-Environmental-Social-and-Governance-ESG-Report>

### RESULTS

Traditional LIWC Dimension	Your Text	Average for Formal Language
I-words (I, me, my)	0.00	0.67
Positive Tone	3.04	2.33
Negative Tone	0.55	1.38
Social Words	4.83	6.54
Cognitive Processes	10.08	7.95
Allure	2.35	3.58
Moralization	0.28	0.30
<b>Summary Variables</b>		
Analytic	91.80	87.63
Authentic	46.81	28.90

From an article about the ESG influence of Peloton, we find that the positive tone is higher than the average and negative tone is much lower than the average. It means that from a marketing perspective, Peloton has performed well since the launch of that ad.

# Facebook Audience

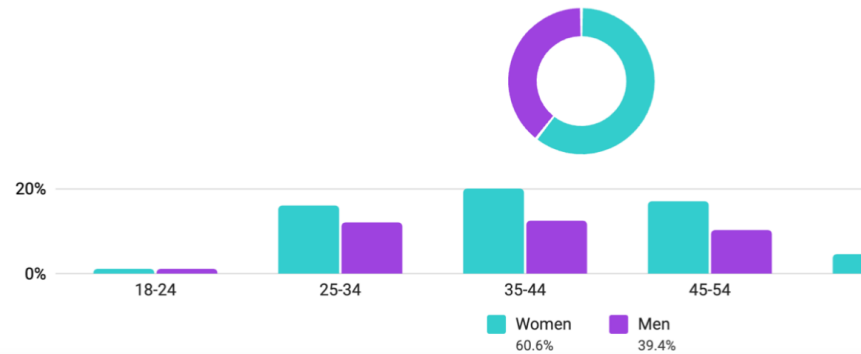
Estimated audience size ⓘ

75,200,000 - 88,500,000

People on Facebook and Instagram in United States and 4 other filters selected

Create Ad

Age & gender ⓘ



Location

United States x

Age

18

65+

Gender

All

Interests

Sport bike x

Peloton x

Language

English (US) x

We can find that in different age groups, there are more female users than males. So The sexist ad of 2019 actually hurts the feeling of the peloton's user base.

## Peloton's stock performance



From its stock price, we can see that there is no significant difference before and after the launch of the 2019 commercial.

## Conclusion

Peloton's 2019 commercial has a negative influence on its brand image but it does not influence its market value from sentiment analysis from twitonomy and liwc. However, at a later time, with the breakout of covid19, lockdown makes home exercise equipment more attractive, which pushes up the peloton's stock price.