

Brand Positioning



PELOTON



## TARGET CONSUMER

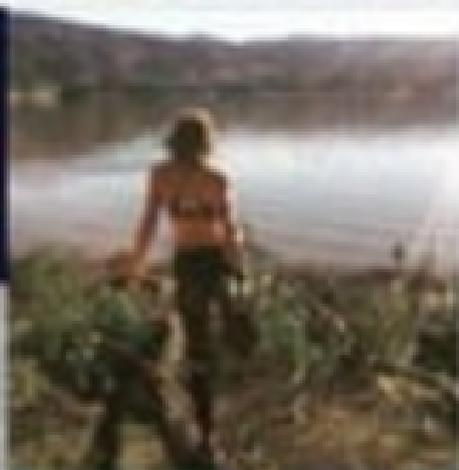
### Serious About Fitness

#### Psychographics

- Prioritize fitness, workout 4+ times / week
- Enjoy the energy of workout classes
- Follow an exercise routine w/multiple types

#### Demographics

- Spend \$150USD+ / mo. on fitness
- Typically live in big suburban areas
- 35-50 years old (avg. age 43)
- \$100-150K+ HH
- Typically married, with kids
- Highly educated





WE ARE NOT A GIMMICKY FITNESS BRAND

No Before & Afters



No Cheesy Ads



Not a Fad



Don't talk Down







## HAVING A BALANCE OF PRODUCT AND EMOTIONAL STORYTELLING RELIES ON BRAND AWARENESS AND PRODUCT UNDERSTANDING



10:38

156 mi

### **Makes Hard Work Fun**

Our brand is about making the hard work enjoyable. We visually represent this by heroing our content and instructors while still always showing hard work (i.e. not a party on a bike)

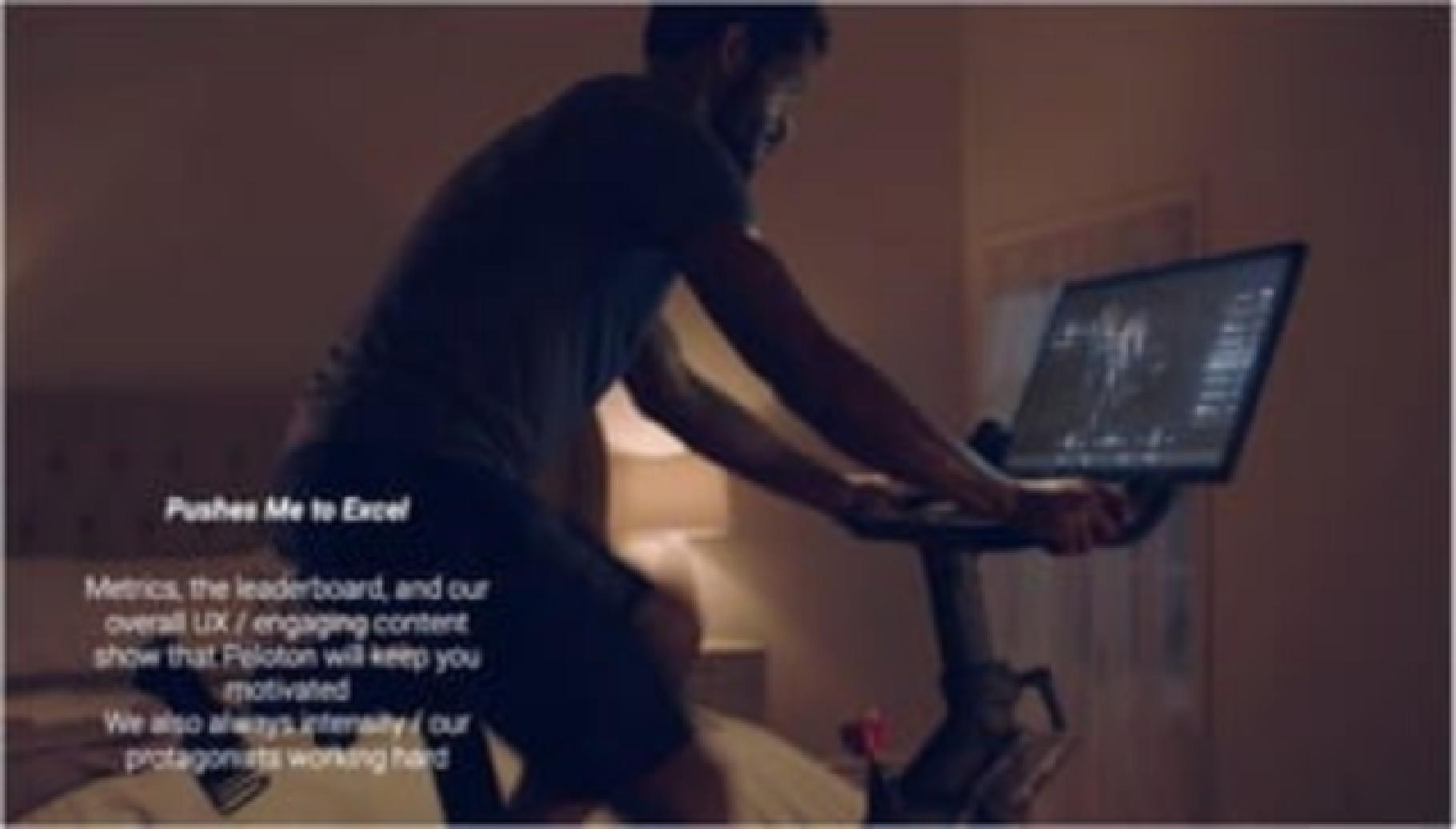


- 1. Run
- 2. Cycle
- 3. Strength
- 4. Yoga
- 5. Pilates
- 6. HIIT
- 7. Cardio
- 8. CrossFit
- 9. Boxing
- 10. Martial Arts

191

42

77

A man in a dark t-shirt and shorts is riding a Peloton stationary bike in a dimly lit room. He is looking at the large screen on the bike, which displays a virtual cycling interface. The room has a warm, low-key lighting, possibly from a lamp or the bike's screen. The background is slightly out of focus, showing what appears to be a doorway or a wall.

**Pushes Me to Excel!**

Metrics, the leaderboard, and our overall UX / engaging content show that Peloton will keep you motivated

We also always intensity / our protagonists working hard



### *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)*



Tech Savvy...

Peloton makes people feel "tech-savvy" reinforced by press coverage across tech and publications

**TC** TechCrunch

Peloton is now a unicorn because of the spinning class craze

ars technica



circle **breaker**

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

This Tech Cycling Company Is Now Worth \$1 Billion

**WIRED**

**FAST  
@MPANY**

Give your home a smart gym with this connected workout equipment

**gb** gearbrain



### Like I Belong To Something

While we do not overtly about 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.

79

71

238

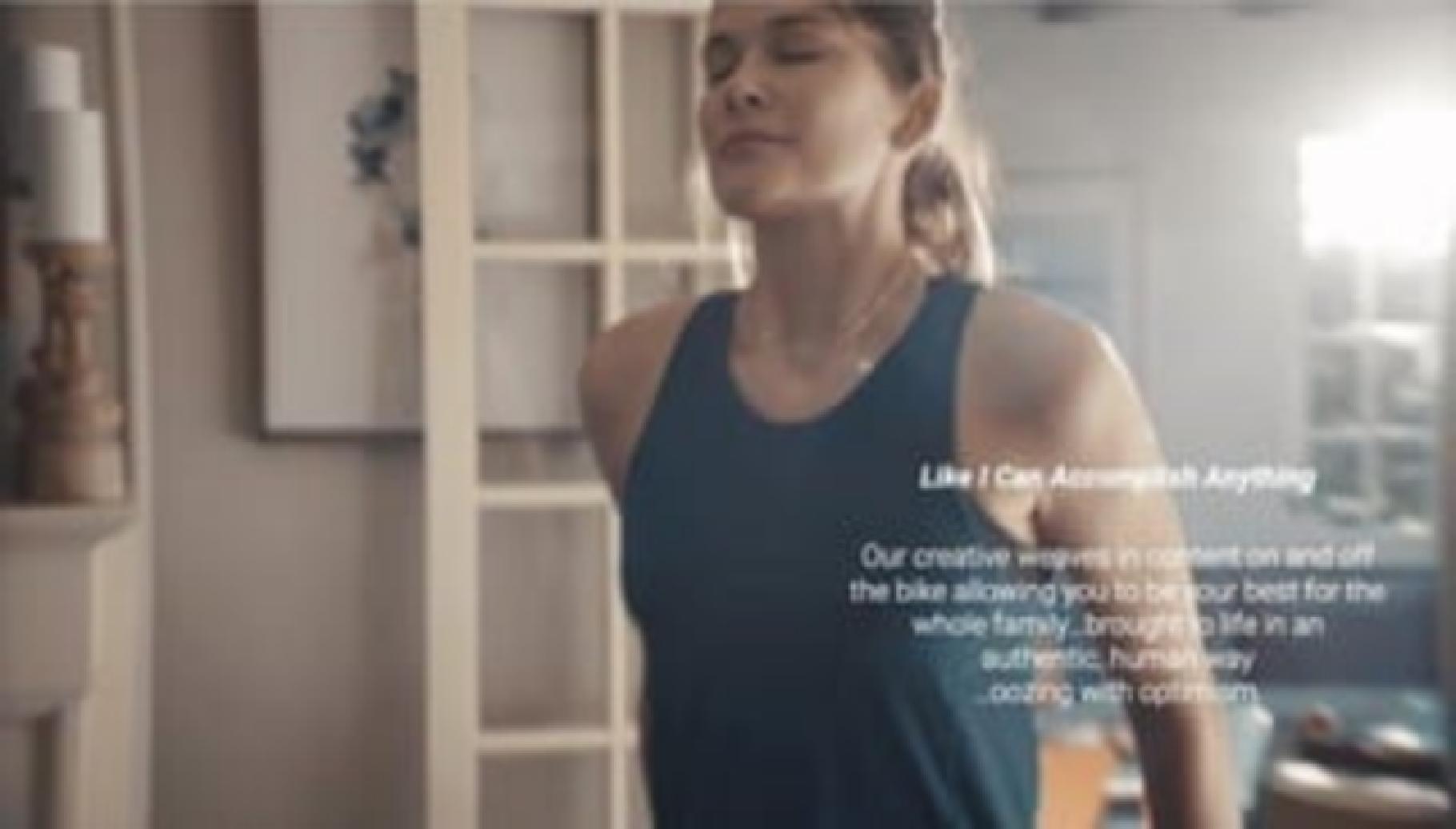
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217

72

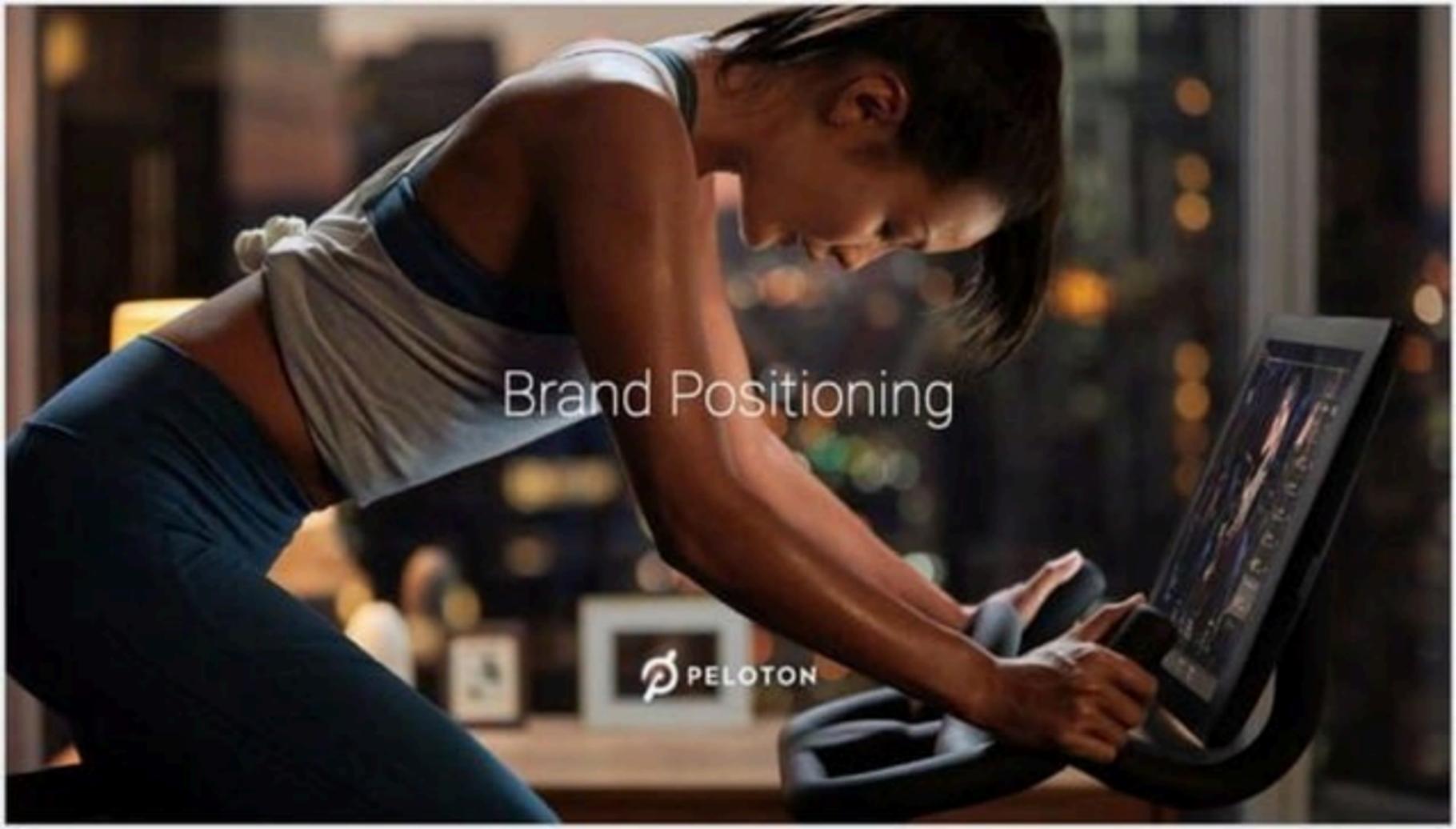
42

1	James	1000
2	John	950
3	Alice	870
4	Michael	827
5	David	808
6	Robert	791
7	Jackson	780
8	Tom	772
9	Christopher	750



*Like I Can Accomplish Anything*

Our creative weaves in concert 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.



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CONSUMER PROMISE



# MAKES YOU WANT TO SHOW UP

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## REASONS TO BELIEVE

An integrated experience designed to pull you in and ensure you literally show up.

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## FUNCTIONAL BENEFIT

Entertainment and competition to show up at your best on your terms.

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## EMOTIONAL BENEFIT

A transformative experience so you show up as your full self all day long.



## BRAND VALUES *(what we're known for)*

### Always On

Peloton is the gold standard for "always being there" for our Members. We commit to delivering Peloton-grade experiences every time, because our Members deserve what they've shown up for.

### Captivating

Peloton blends performance and entertainment at every touchpoint, in a uniquely ownable way that empowers Members to show up. Our instructors inspire, our experience immerses, and our products are awe-inspiring.

### Empowering

We lift our Members up, instead of breaking them down. We harness their inner drive through celebration of their commitment to showing up, not through tough love. This trust Members have in Peloton empowering them to be better, makes them stronger and more confident.

### Authentic

We are Member-first, and speak to them simply and conversationally, avoiding jargon. Although we are inspiring, we do so in a relatable, human, natural way. We continue to evolve based on real-time needs of our Members, as well as, opportunities within technology, fitness, and culture.

### Optimistic

Peloton is inspirational, energizing, hopeful & hyped-up. Our legacy is bigger than our product. With great energy and a positive spirit, we are committed to having a deep and significant impact on the world.

### Premium

Peloton has established itself as a premium brand through design and performance and excellence. Some proof points include: (1) premium hardware makes each product a key piece in the home, (2) state of the art streaming technology, and (3) world-class instructors. As such, we will protect and deepen our premium positioning as we expand internationally.



## WHO WE ARE / WHO WE ARE NOT

### We Are

Motivating

Authentic

Confident

Empowering

Modern

Enthusiastic

Inclusive

Optimistic

Premium

Captivating

Street-wise

Community

### We Are Not

~~Preachy~~

~~Sterile~~

~~Aggressive~~

~~Religion~~

~~A Fitness Brand~~

~~A Fad~~

~~Over-the-Top~~

~~Cultish~~

~~Satisfied~~

~~Exclusive~~

~~Goofy~~

~~Snobby~~

~~Cheap~~



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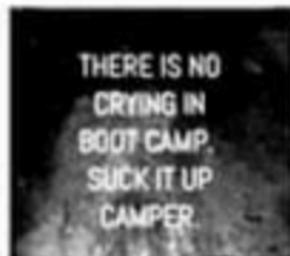
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## BRAND WHEEL

WHAT DOES THE  
PRODUCT DO  
FOR ME?

FUNCTIONAL INWARD

HOW WOULD I DESCRIBE  
THE PRODUCT?

FUNCTIONAL OUTWARD

HOW DOES THE  
BRAND MAKE  
ME FEEL?

EMOTIONAL INWARD

HOW DOES THE  
BRAND MAKE  
ME LOOK?

EMOTIONAL OUTWARD



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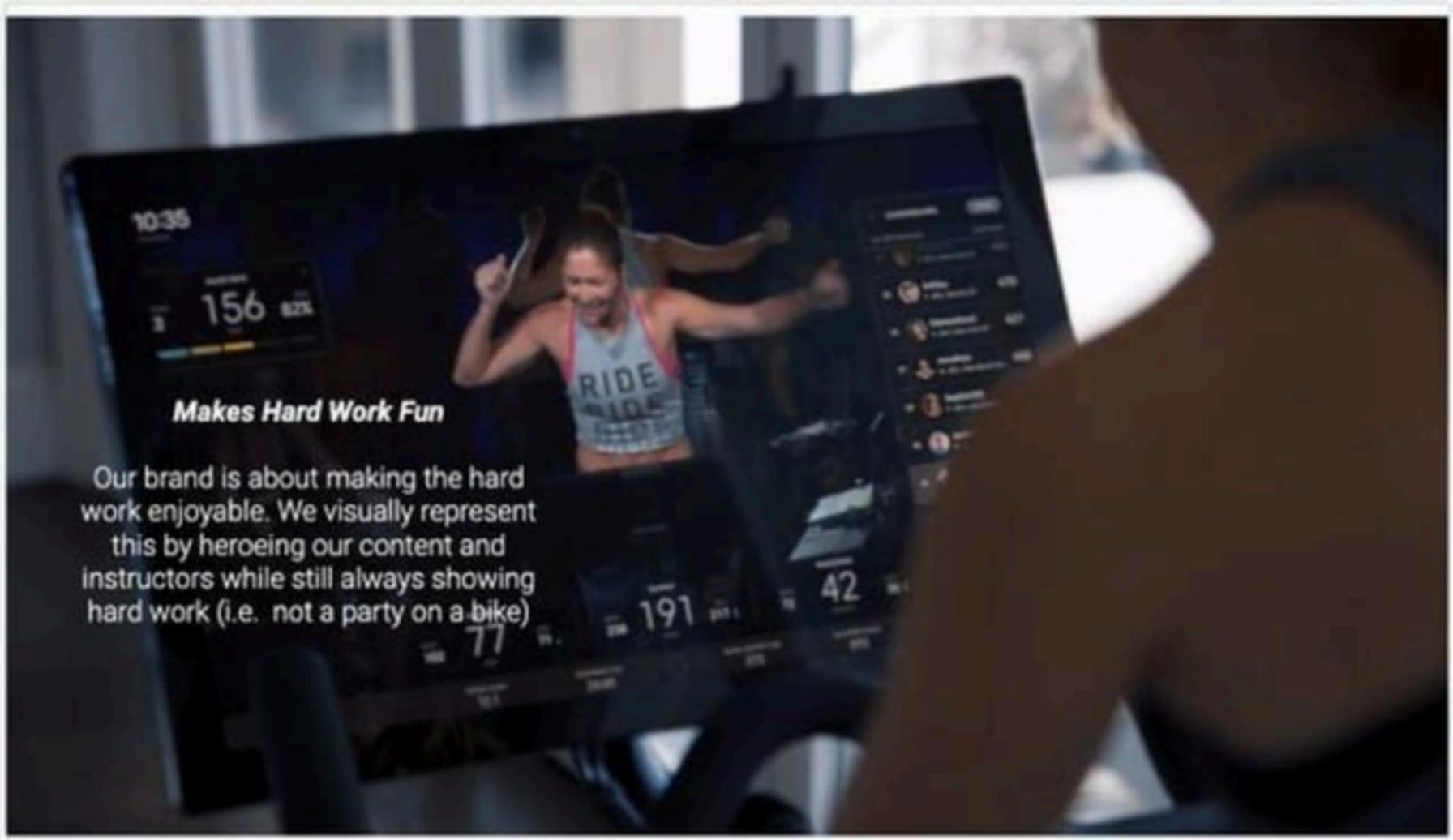
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10:35

156 bpm

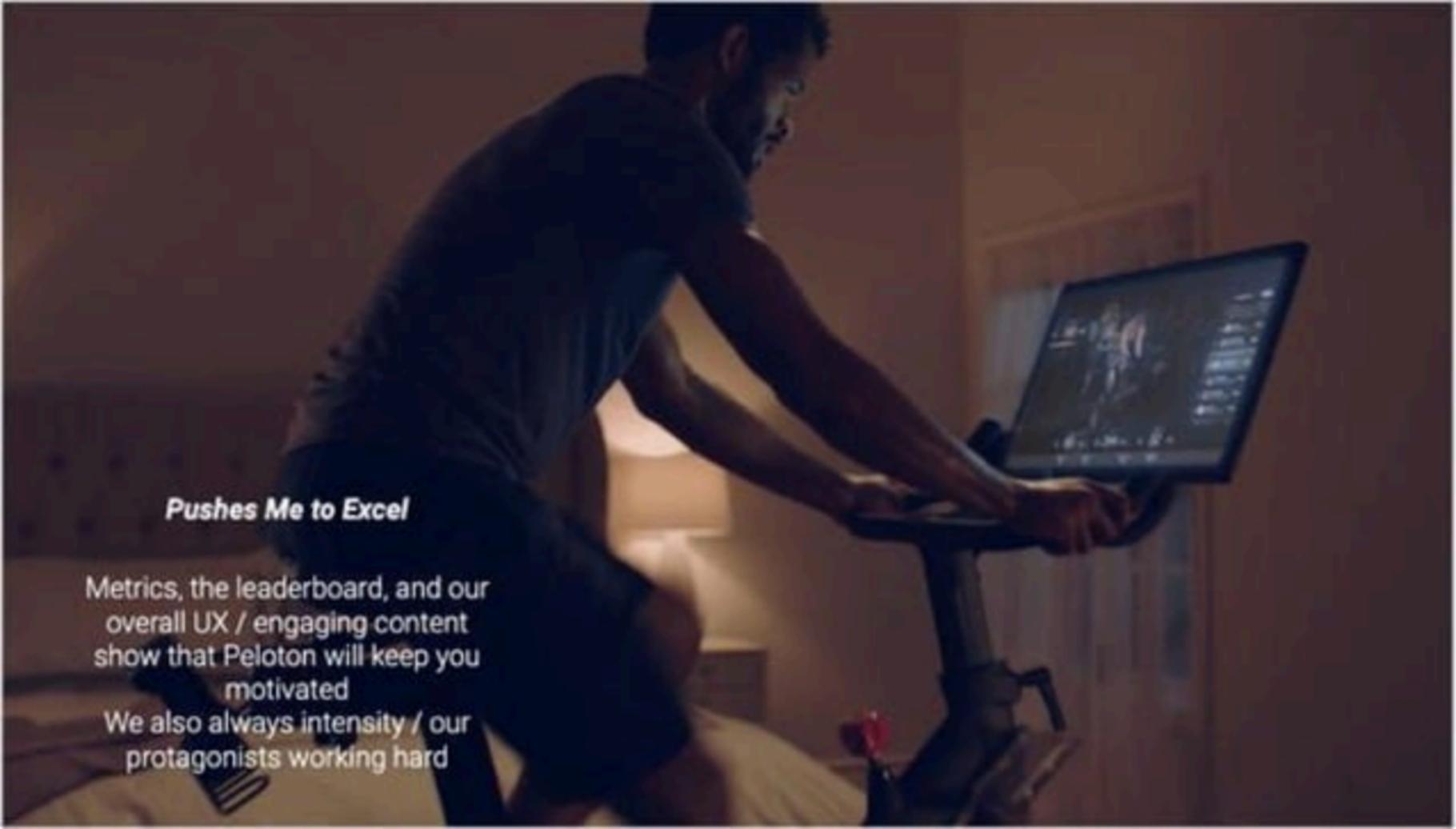
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A man in a dark t-shirt and shorts is riding a Peloton stationary bike in a dimly lit room. The bike's screen displays a virtual cycling class with a group of riders. The scene is backlit, creating a warm, focused atmosphere.

***Pushes Me to Excel***

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We also always intensity / our protagonists working hard

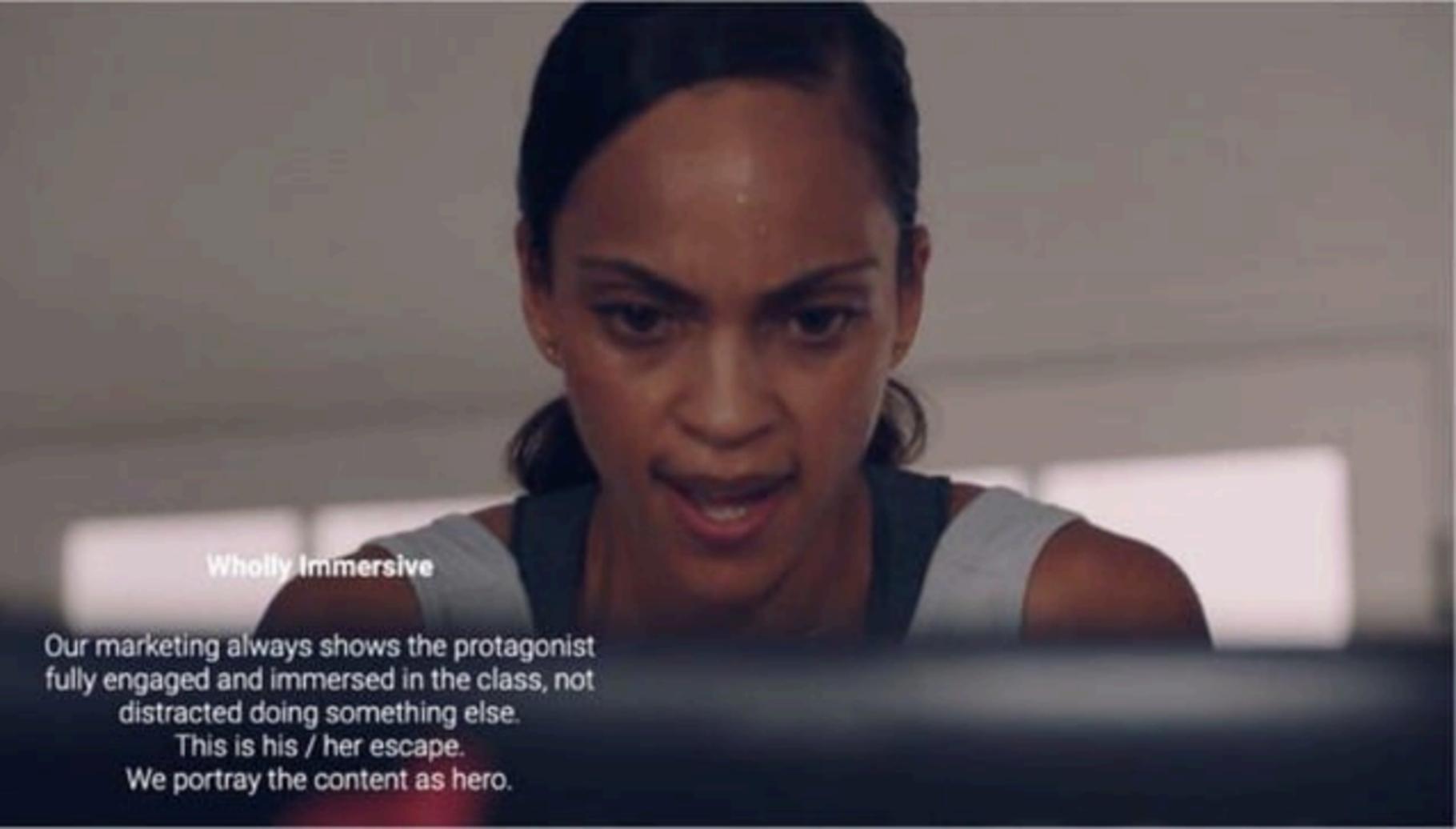


PELOTON

***Innovative Design***

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**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.

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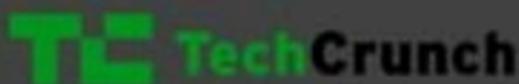
EMOTIONAL INWARD



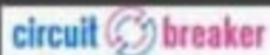
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## Tech Savvy...

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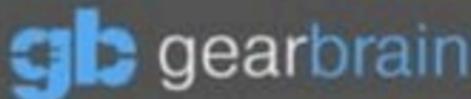
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**FAST  
COMPANY**

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## Discerning...

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



6 days ago

Mackenzie

Gordon, PA

### EXCELLENT BIKE AND EXCELLENT CUSTOMER SERVICE

I used to go to spinning classes a few times/ week but they did not fit well into my schedule as I work nights. This bike is beautiful, smooth, quiet. The classes are fun, interactive, and there are so many to choose from. Also, I had an issue with my bike within the first week of receiving it and Peloton sent someone to my house to fix it immediately. I love this bike and also love the beyond the ride classes. So happy I bought this!



8 months ago

Aaron

New York, NY

### PELOTON CHANGED MY LIFE!

The experience is flawless – from the delivery to the workouts. The bike is incredible, and the classes are amazing. Instructors are great (my favorites are Jennifer, Emma, Cody, and Matt, but all are terrific). Owning a Peloton has been a life-changing experience.



2 months ago

Ryan

Margaretville, NY

### LIFE CHANGING PURCHASE

As a teacher and a yoga instructor with a busy life, this bike has made working out so much easier. Using the bike, being out a workout, and moving on with my day. The instructors are great, and there is a class for every mood and every fitness goal. Beginners and fitness junkies alike can find a challenge to overcome every, single day on the Peloton.