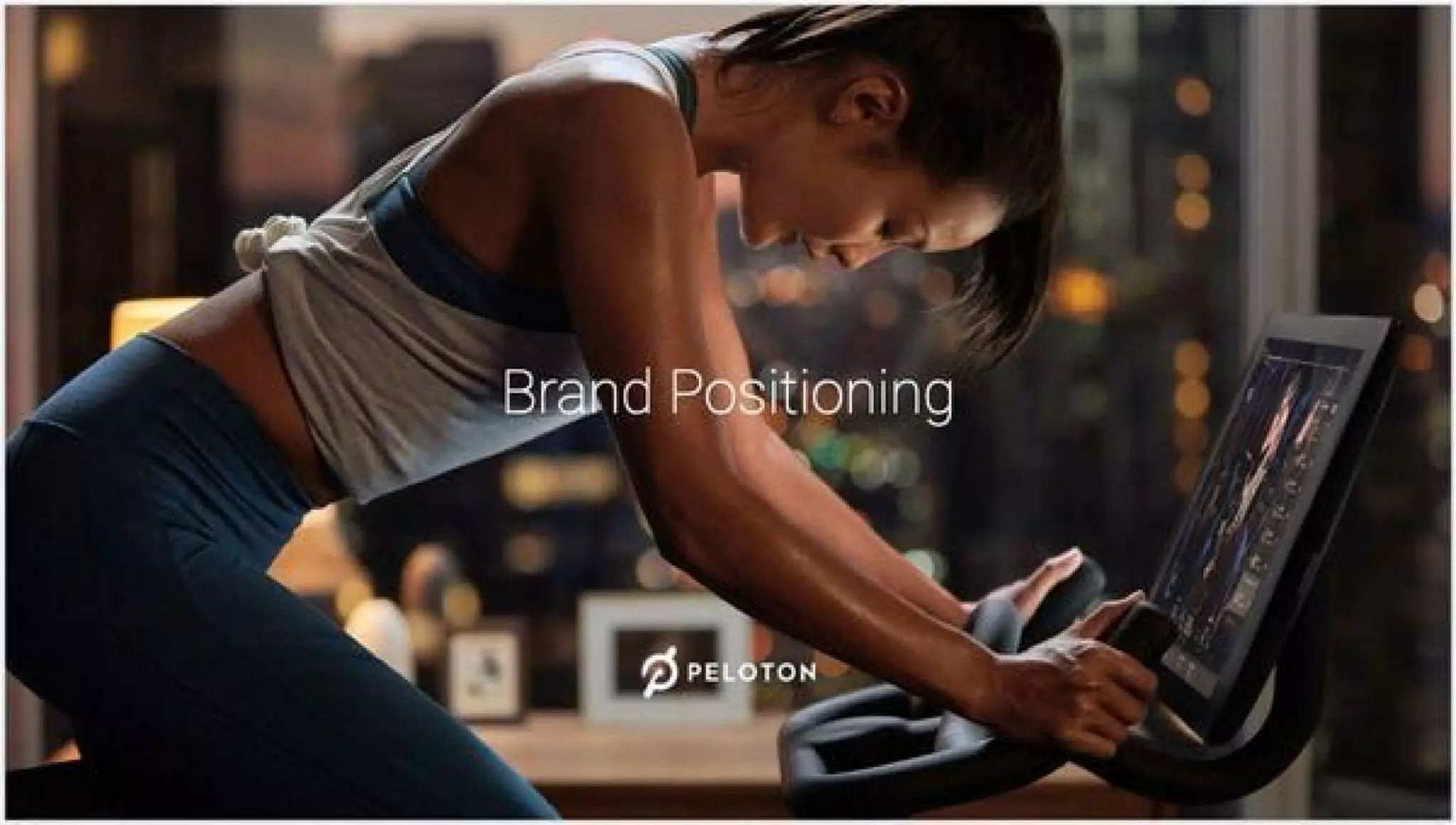


A woman with dark hair, wearing a white and blue athletic top and blue leggings, is leaning forward on a Peloton bike. She is looking at the bike's screen, which displays a scenic view. The background shows a living room with a lamp and a window looking out at a city at night. The text "Brand Positioning" is overlaid in the center.

Brand Positioning





CONTENTS

- 1 Consumer target
- 2 Global positioning
- 3 Global positioning articulated in creative



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+ HHI
- Typically married, with kids
- Highly educated



A grayscale background image of a man with a beard and short hair, wearing a tank top, leaning forward on a Peloton bike. He is smiling and looking towards the camera. The bike's handlebars and front wheel are visible in the foreground.

CONSUMER PROMISE



MAKES YOU WANT TO SHOW UP

REASONS TO BELIEVE

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

FUNCTIONAL BENEFIT

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

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.

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.

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.

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.

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.

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~~



WE ARE NOT A GIMMICKY FITNESS BRAND

No Before & Afters



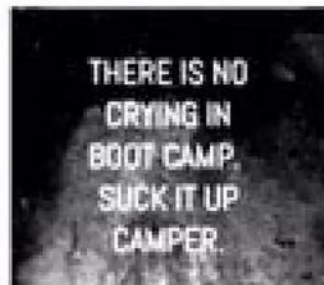
No Cheesy Ads



Not a Fad



Don't talk Down



WHAT DOES THE
PRODUCT DO
FOR ME?

HOW DOES THE
BRAND MAKE
ME FEEL?

HOW WOULD I DESCRIBE
THE PRODUCT?

本報地址：上海江西路四號 電話：四四四四

HOW DOES THE
BRAND MAKE
ME LOGIC?

EMOTIONAL DIFFERENCE



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



Most common marketing / communication entry points



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



A person is riding a Peloton bike, and the screen displays a virtual instructor celebrating a victory. The instructor is wearing a grey tank top with "RIDE" written on it and black leggings. The screen also shows a leaderboard on the right and various performance metrics on the left and bottom. The person riding the bike is visible in the foreground, slightly out of focus.

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)

A man is shown from the side, leaning forward while riding a Peloton stationary bike. He is in a dimly lit room, possibly a bedroom, with a bed and a lamp visible in the background. The bike's screen is illuminated, showing a virtual workout interface with a runner and various data points. The overall mood is focused and intense.

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



PELOTON

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.

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?

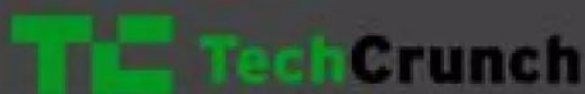
EMOTIONAL INWARD



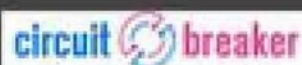
How does
the brand
make me
look?

Tech Savvy...

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



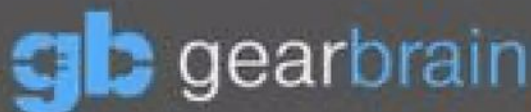
Peloton is now a unicorn because of the spinning class craze



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



Give your home a smart gym with this connected workout equipment



This Tech Cycling Company Is Now Worth \$1 Billion



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!

★★★★★

1 month 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.

★★★★★

1 month ago

Ryan

Marysville, WA

LIFE CHANGING PURCHASE

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. 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.

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?

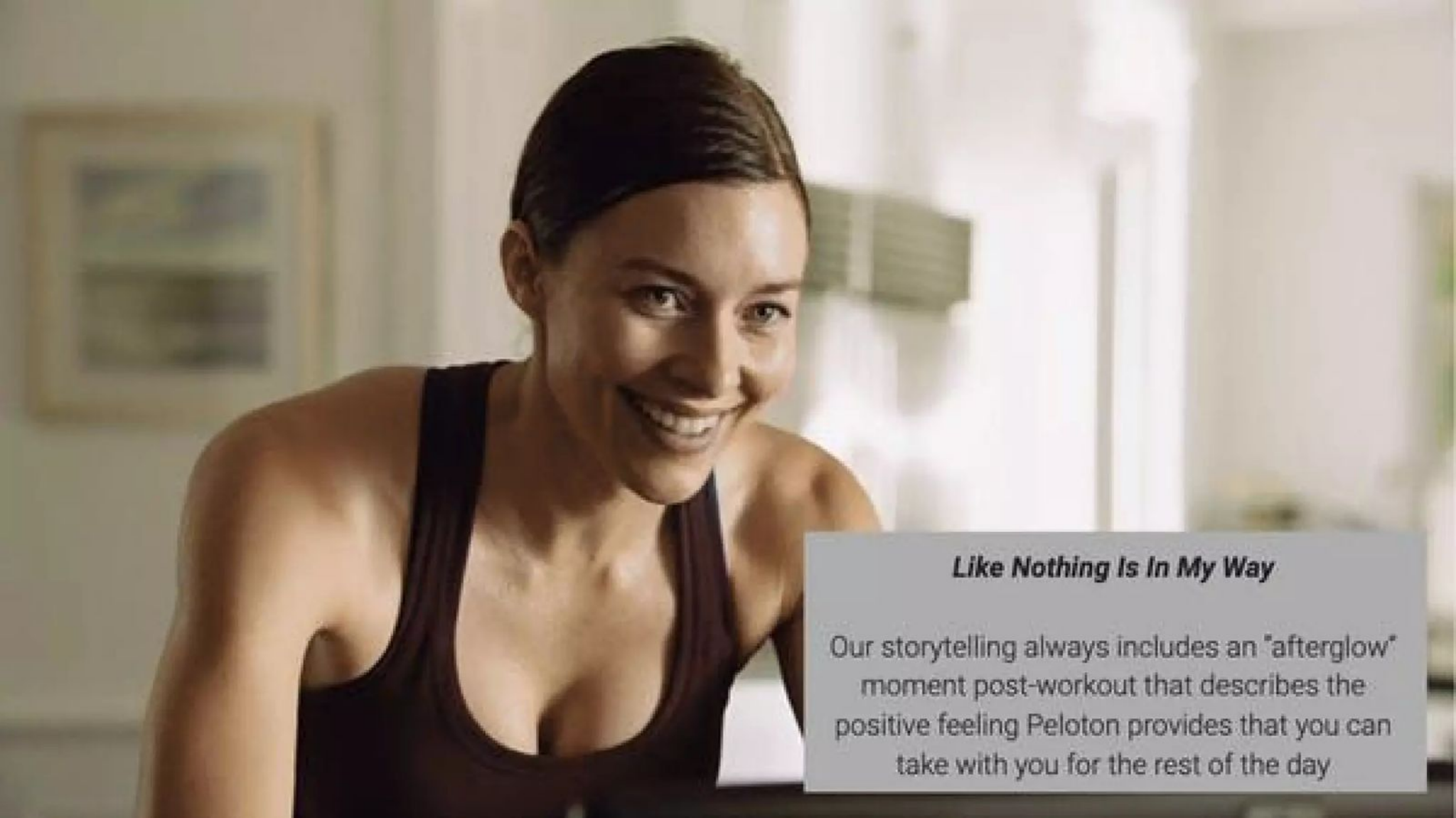
HOW DOES THE
BRAND MAKE
ME LOOK?

EMOTIONAL OUTWARD

A woman with dark hair tied back, wearing a red tank top, is leaning forward and looking intently at a laptop screen. The background is a blurred indoor setting with warm lighting. The text "Committed..." is overlaid in the top right corner.

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 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

LEADERBOARD

Filter

40 BEST Workouts

Total Output



F-20's - New York, NY

482



Ashley
F-40's - Denver, CO

470



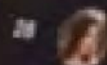
ClementineC
F-20's - New York, NY

427



Jonathan
M-20's - Palm Beach Co.

408



Sophie365
F-30's - Los Angeles, CA

391



Jackson
M-20's - New York, NY

380



Kyna
F-30's - New York, NY

372



Matthew324
M-20's - Boston, MA

320

CADENCE
79

71

BEST
238

OUTPUT
188

217.2

BEST
72

RESISTANCE
42

DISTANCE (mi)
24.61

A woman with light brown hair tied back, wearing a dark blue tank top and a thin gold necklace, stands with her eyes closed in a serene expression. She is positioned in front of a white lattice glass door. To the left, a wooden candle holder with a white candle sits on a shelf. The background shows a softly lit room with a window and some furniture.

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.

RECAP

1. Convenience & efficiency (24/7 with a 2 minute commute)

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

2. The bike itself (Premium design, state-of-the-art tech)

Fully justifying the cost and then some. In fact, it's amazing value for what you get out of it. Potential buyers will have no point of reference except our advertising/promotions so we need to make it sing.

3. Variety of class

Being able to change your workouts resonates well in research. No matter your time limits/ goals/ music preferences/ attitude, there is always a class and instructor that suits you.

4. The instructors (Best-in-class, motivational and inclusive)

Along with the bike we see this as our most important asset. Ultimately, our instructors begin to have a "celebrity status" amongst their riders / followers because of their aspirational attitude, look, and captivating quality of their workout.

5. Live performance metrics (Entertainment & results)

Our target - Serious About Fitness are more likely to stay committed and 'show up' knowing they can track their progress.

6. Community

Shared experiences are hugely popular and research shows people are more motivated / accountable / fulfilled when they work out together, with friends and in shared spaces.