



PELOTON



CONTENTS

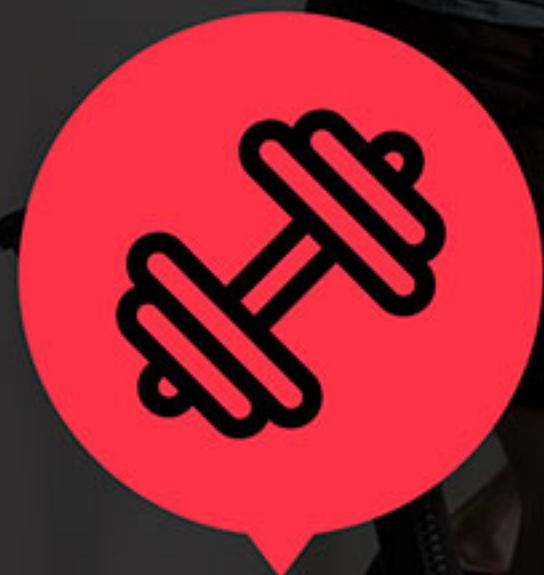
1. Consumer Target
2. Global Positioning
3. Global Positioning articulated in creative

TARGET CONSUMER

SERIOUS ABOUT FITNESS

Psychographics	Demographics
Prioritize Fitness.	Spend \$150USD+ /month on fitness
Workout 4+ times/ week	Typically live in big suburban areas
Enjoy the energy of workout classes	35-50 years old (average is 43)
Follow an exercise routine with multiple types	\$100-\$150K + HHI
	Typically Married with kids
	Highly Educated

CONSUMER PROMISE



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

Always On

Peloton is the gold standard for "Always being there" for our members.

Empowering

We lift our members up, instead of breaking them down. We harness their inner drive through celebration of their commitment to showing up.

Optimistic

Peloton is inspirational, energizing, hopeful & hyped-up. Our legacy is bigger than our product.

Captivating

Peloton blends performance with entertainment at every touchpoint, in a uniquely ownable way that empowers members to show up.

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.

Premium

Peloton has established itself as a premium brand through design, performance and excellence.

WHO WE ARE

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

WHO WE'RE NOT

- ~~Preachy~~
- ~~A Fad~~
- ~~Exclusive~~
- ~~Sterile~~
- ~~Over the top~~
- ~~Goofy~~
- ~~Agressive~~
- ~~Cultish~~
- ~~Snobby~~
- ~~Religion~~
- ~~Satisfied~~
- ~~Cheap~~
- ~~A Fitness Brand~~

WE'RE NOT A GIMMICKY FITNESS BRAND



No Before &
Afters



No Cheesy Ads



Not a Fad

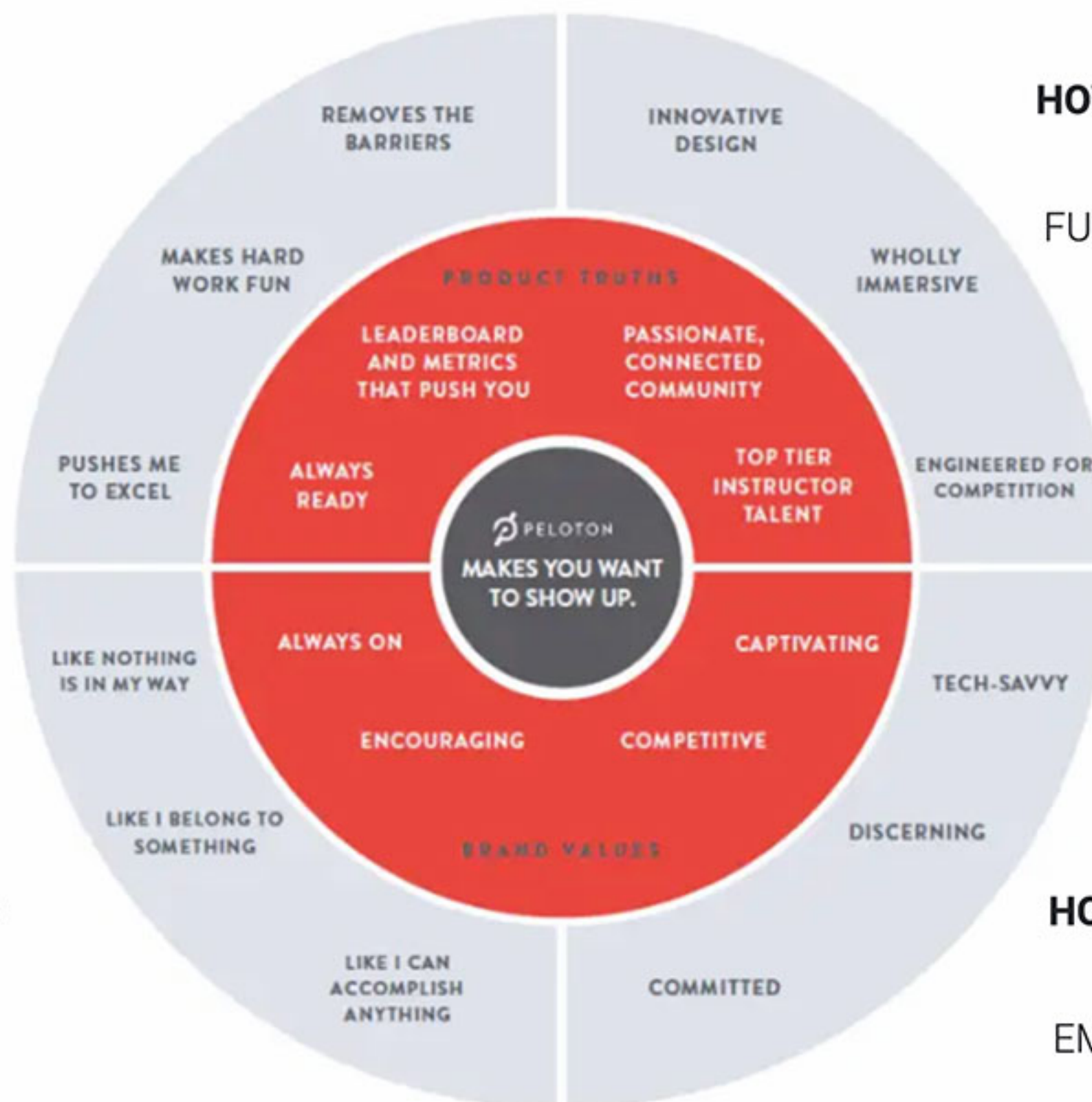


Don't talk down

BRAND WHEEL

**WHAT DOES THE
PRODUCT DO FOR ME?**
FUNCTIONAL INWARD

**HOW WOULD I DESCRIBE
THE PRODUCT?**
FUNCTIONAL OUTWARD



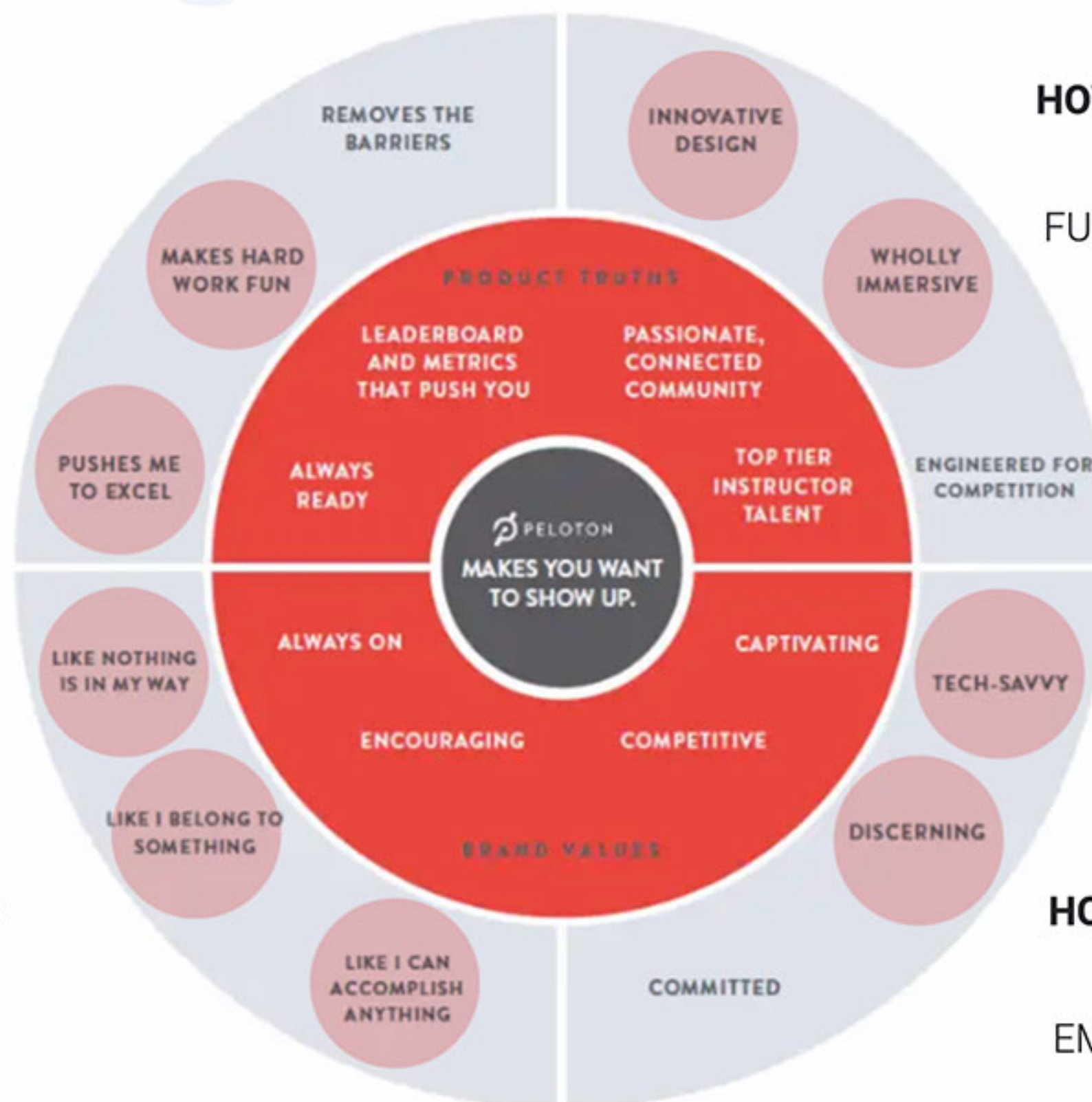
**HOW DOES THE BRAND
MAKE ME FEEL?**
EMOTIONAL INWARD

**HOW DOES THE BRAND
MAKE ME LOOK?**
EMOTIONAL OUTWARD

BRAND WHEEL

**WHAT DOES THE
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FUNCTIONAL INWARD

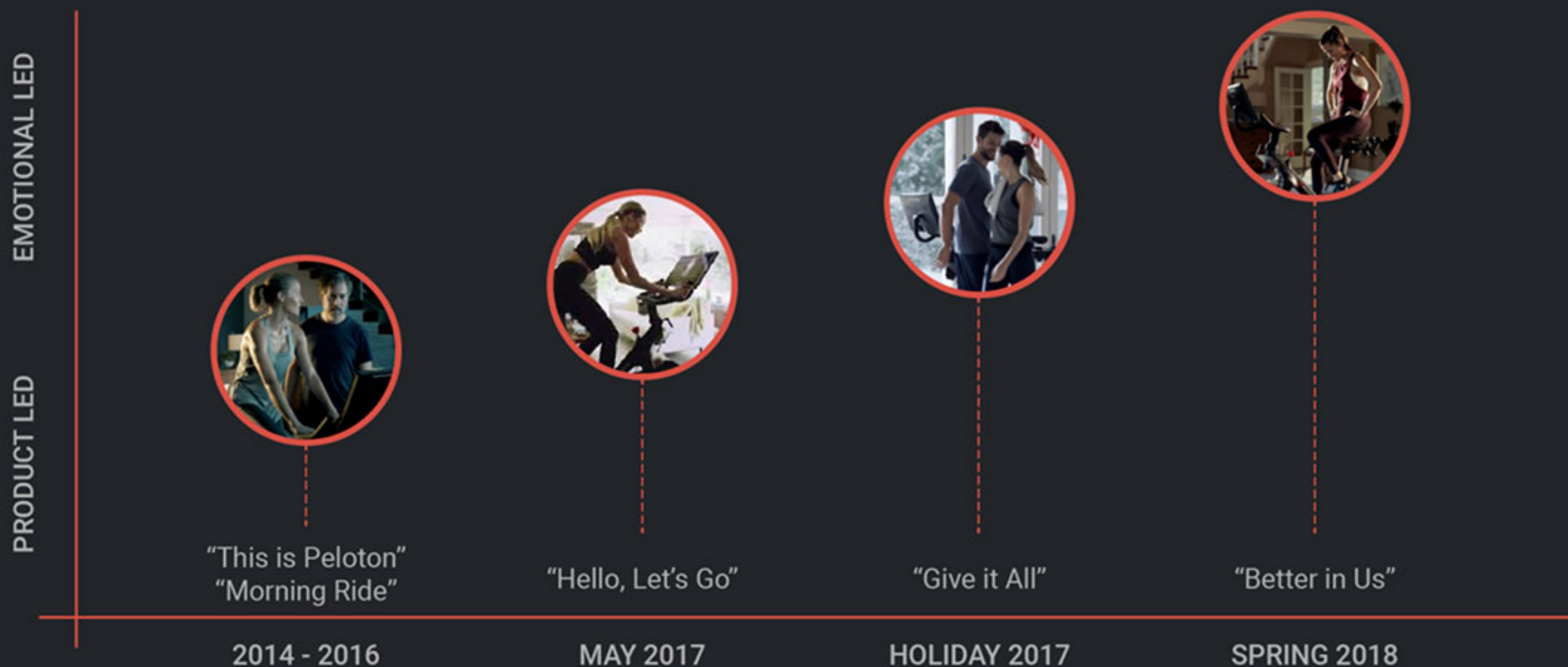
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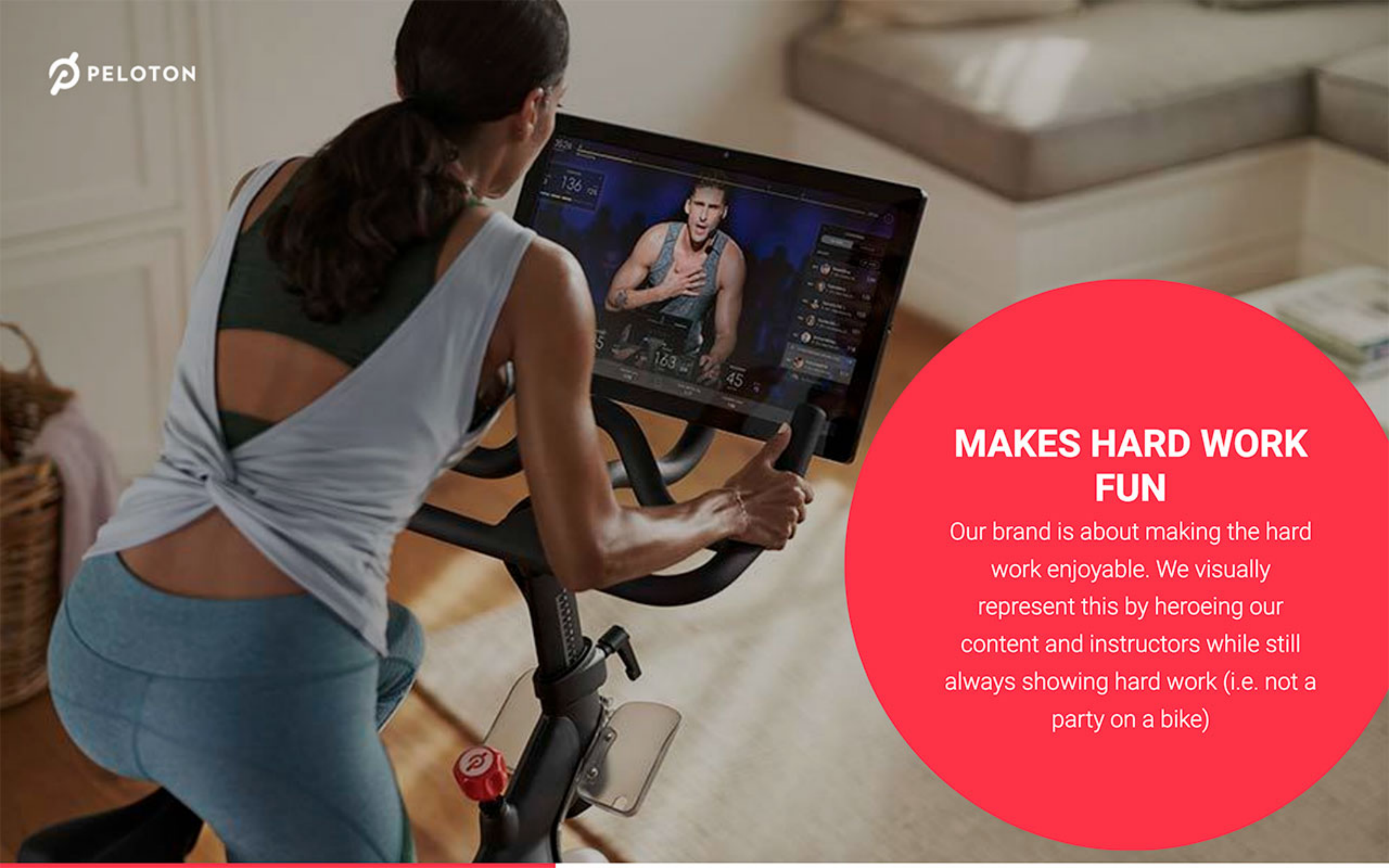


**HOW DOES THE BRAND
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EMOTIONAL INWARD

**HOW DOES THE BRAND
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HAVING A BALANCE OF PRODUCT AND EMOTIONAL STORYTELLING RELIES ON BRAND AWARENESS AND PRODUCT UNDERSTANDING



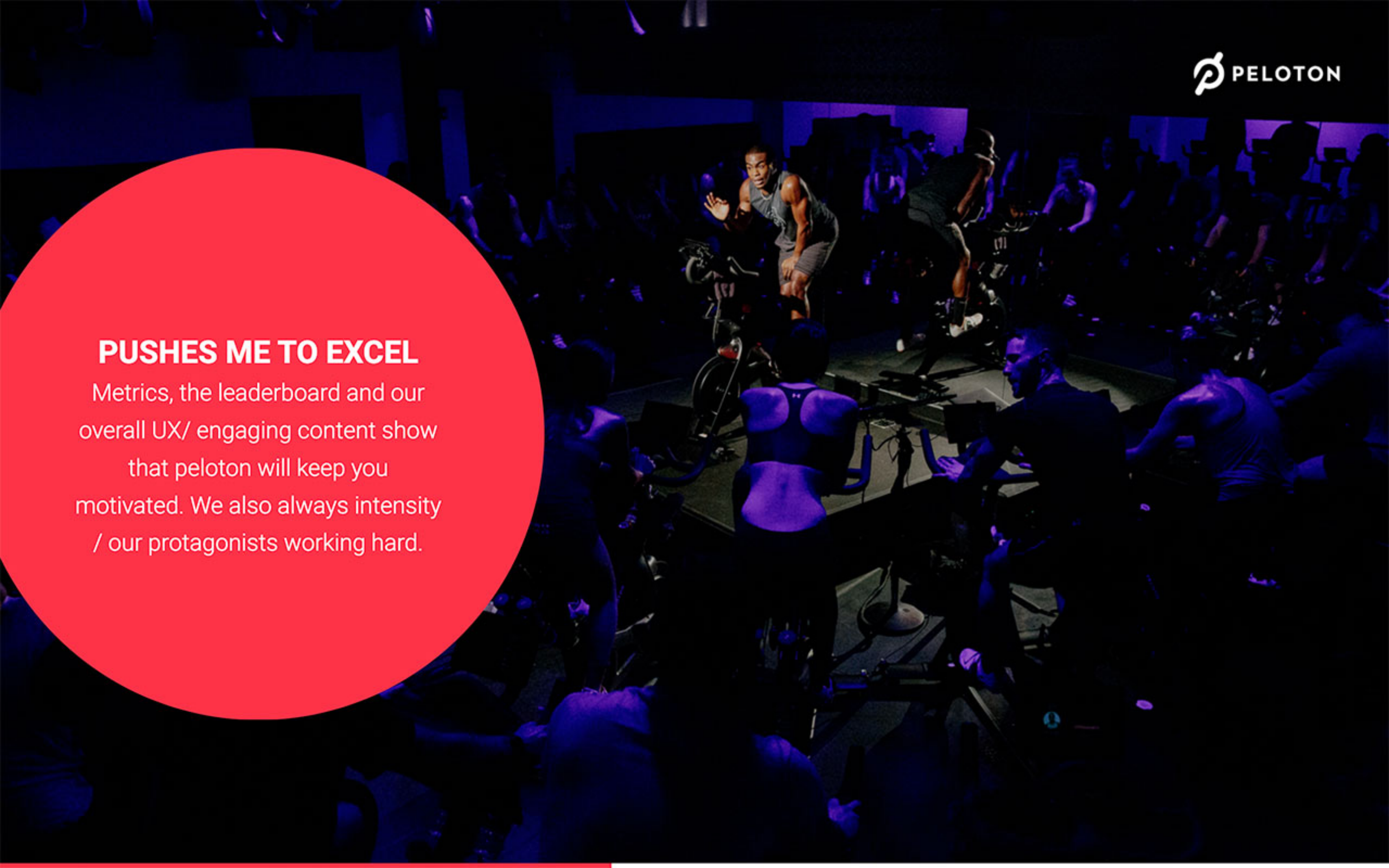


MAKES HARD WORK FUN

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)

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)



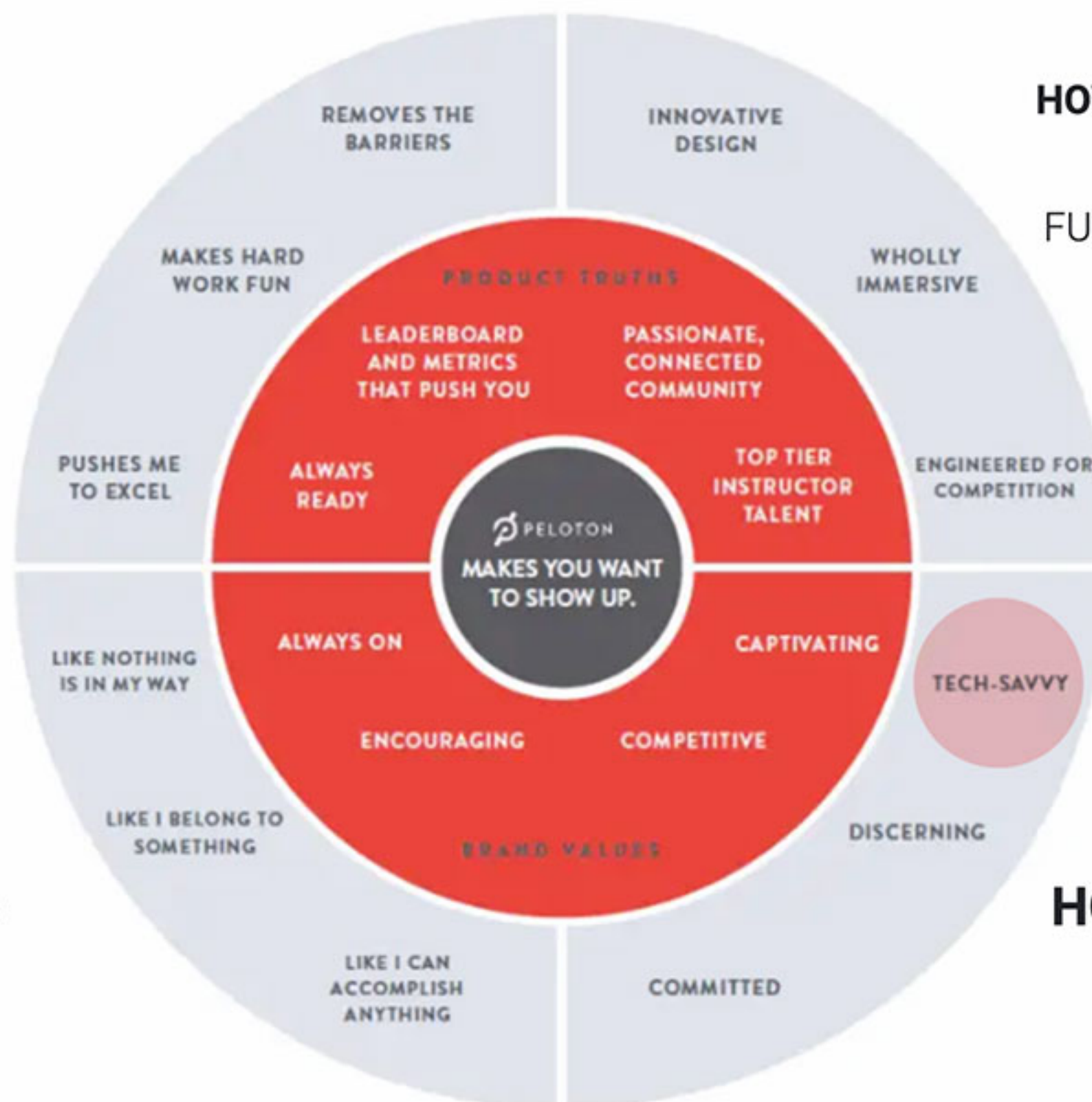
WHOLLY IMMERSIVE

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

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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

Tech Crunch

“ Give your home a smart gym with this cinneted workout equipment

Gear Brain

“ Peloton to launch it's smart exercise bike in the UK and Canada

Circuit Breaker

“ Peloton is now worth more than \$1 Billion

Business Insider

DISCERNING

“ 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 because 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 beyond the ride classes. So happy I bought this.

Mackenzie - Gordon, PA

“ 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 favorite are Jenniffer, Emma, Cody and Matt, but all are terrific) Owning a Peloton has been a life-changing experience.

Mackenzie - Gordon, PA

DISCERNING

“ LIFE CHANGING PURCHASE

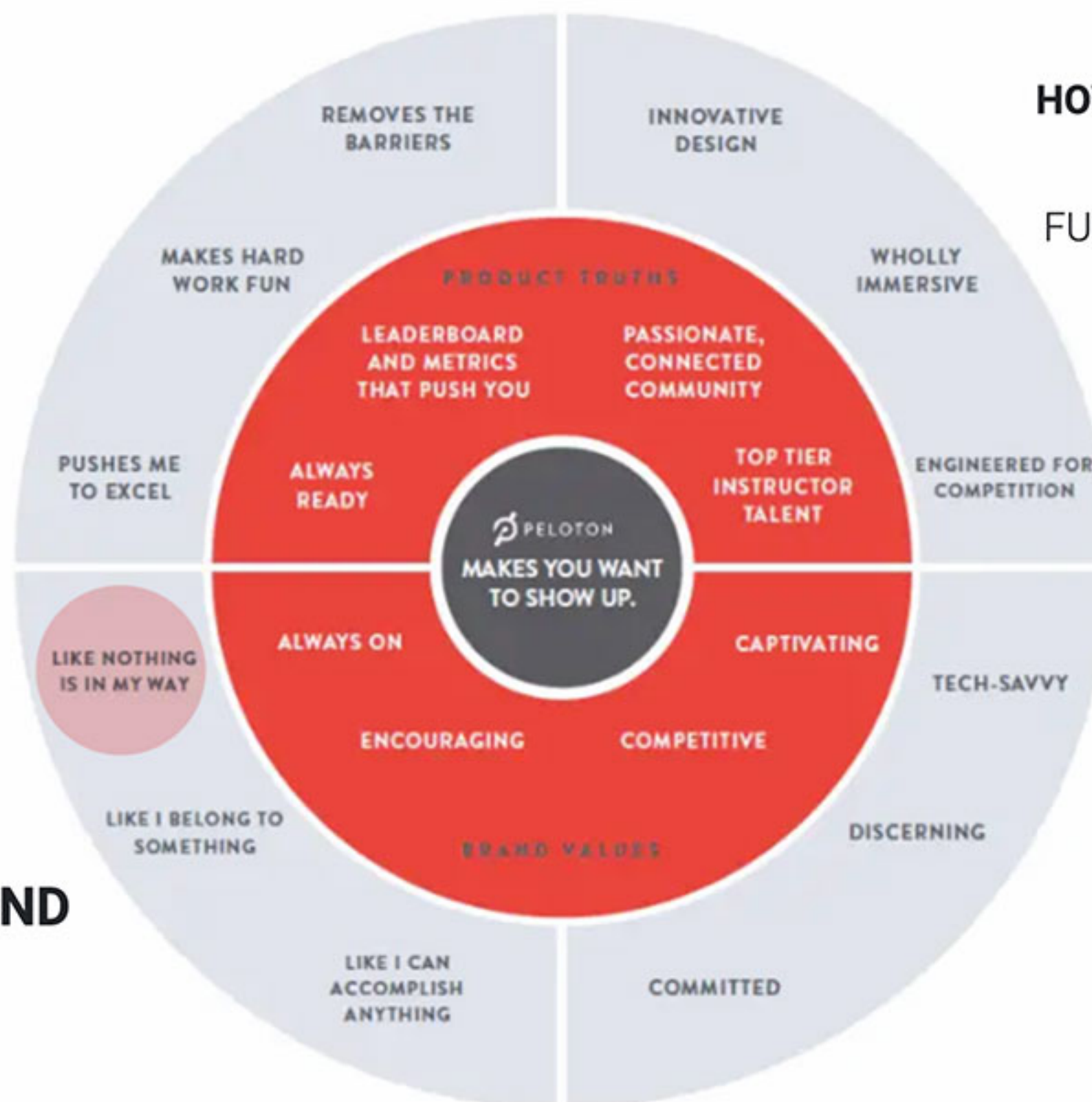
As a teacher and yoga instructor with a busy life this bike has made working out so much easier. Jump on the bike, bang out a workout and move on with my day. The instructors are great and there is a class for every mood and every fitness goal. Beginners and fitness junkies alike can find a challenge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

Mackenzie - Gordon, PA

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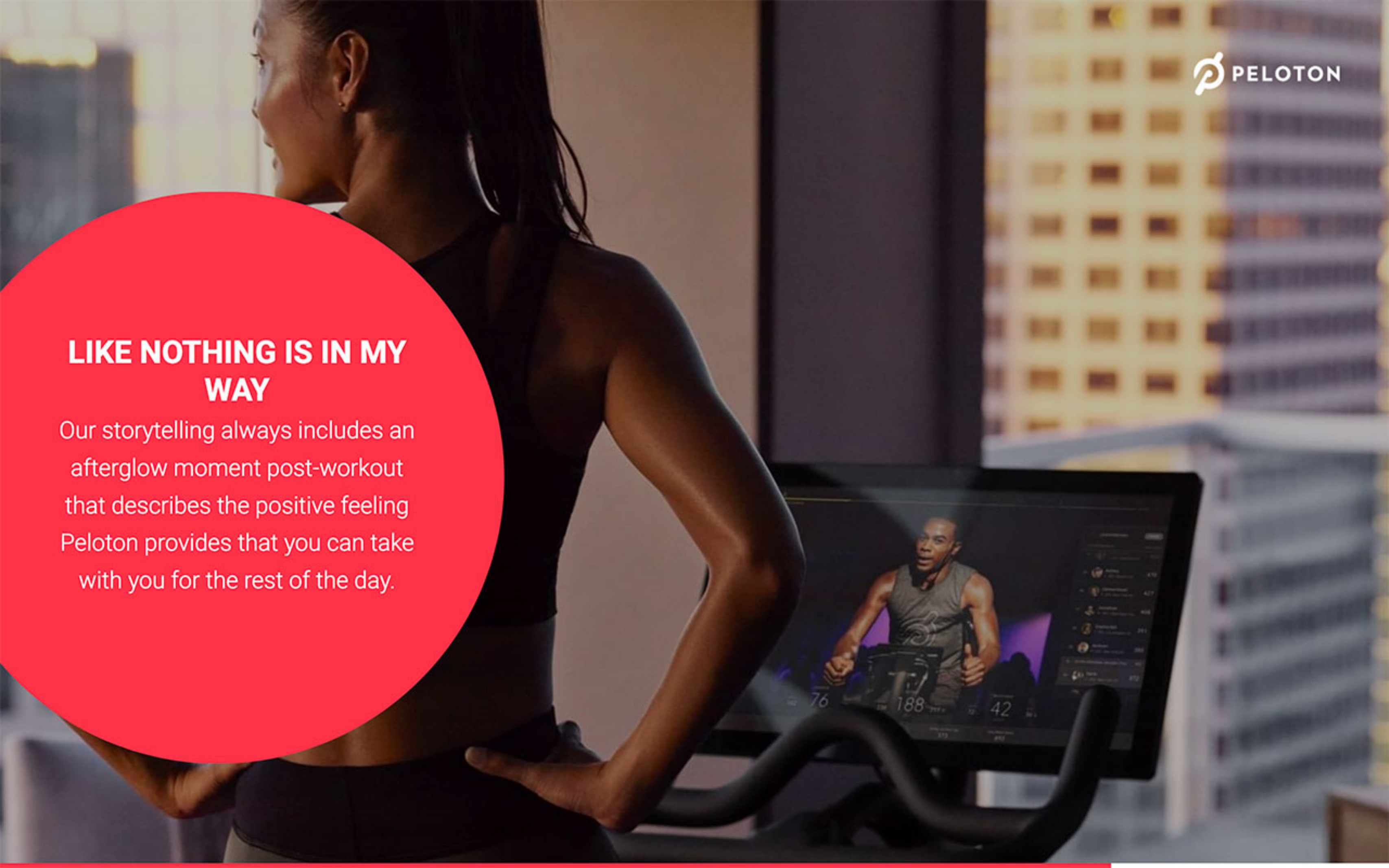


COMMITTED

Our creative shows the work and the 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.



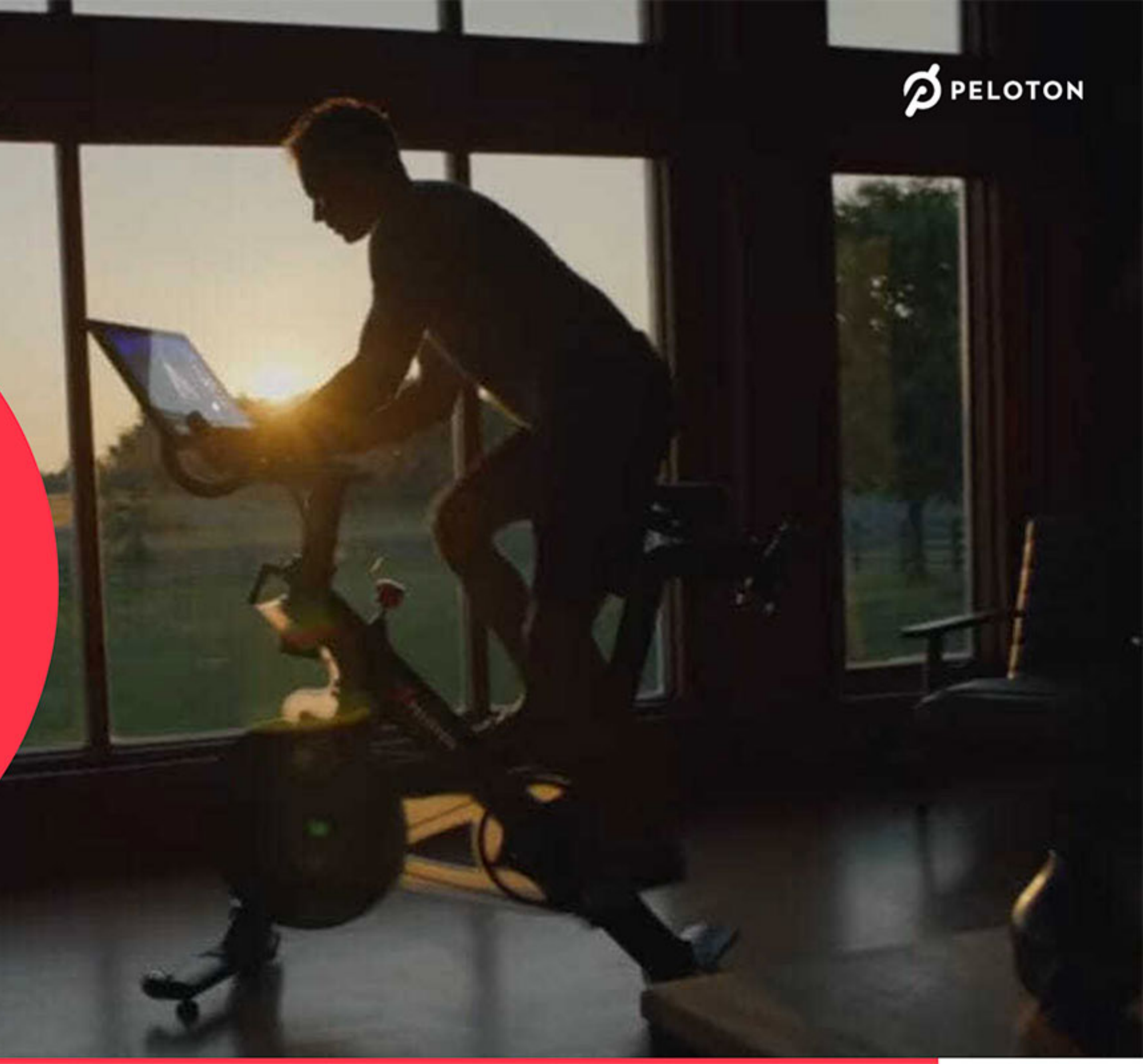


LIKE I BELONG TO SOMETHING

While we don't overly talk the "community" of Peloton, we do leverage copy like "never ride alone", show the leaderboard and show multiple riders to reinforce that you're 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 in optimism.



RECAP

1. CONVENIENCE AND EFFICIENCY

Being able to work out when and how you want in a way that fits around your life.

2. THE BIKE ITSELF

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 preference, attitude there is always a class and instructor that suits you.

4. THE INSTRUCTORS

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

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.

