

**Championing**

**Diversity**

**Campaign**

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# About Peloton

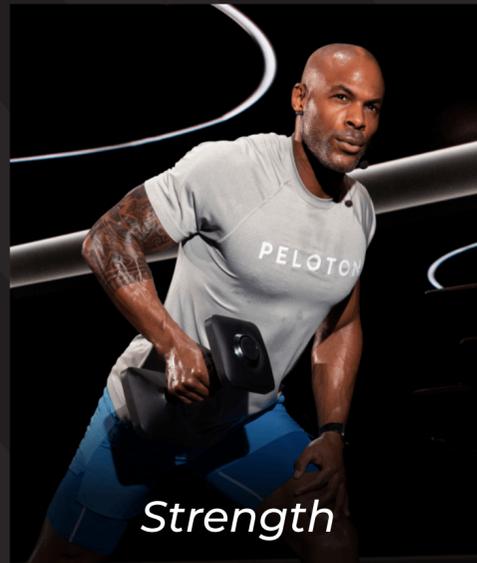
In 2012, Peloton was founded by Graham Stanton, Hisao Kushi, John Foley, Tom Cortese and Yong Feny on the basis of bringing the community and excitement of boutique fitness into the home. The idea came to mind after years of struggling to get to the workout classes they loved, while balancing demanding jobs and busy families. The mission of the company is to bring immersive and challenging workouts into people's lives in a more accessible, affordable and efficient way.

Peloton aims to disrupt the narrative of exclusive, cult-like spin classes in terms of cost and convenience. Bringing the spinning class experience into individual user's homes is the idea behind Peloton's hardware.

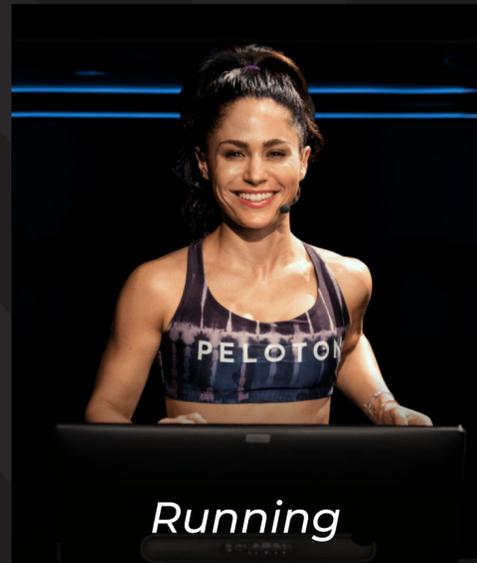
Peloton live streams up to 14 classes a day with instructors from their NYC studio, and have over 4,000 classes in their on-demand library. While the bike is the best in class, it really is the combination of the bike with the software and the content that makes Peloton unlike any other product.



# Types of Classes



Strength



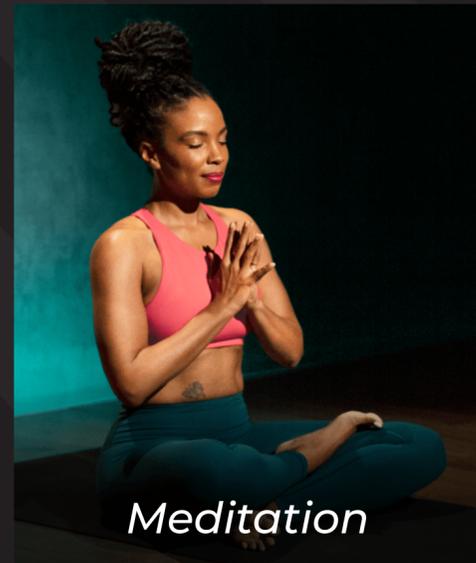
Running



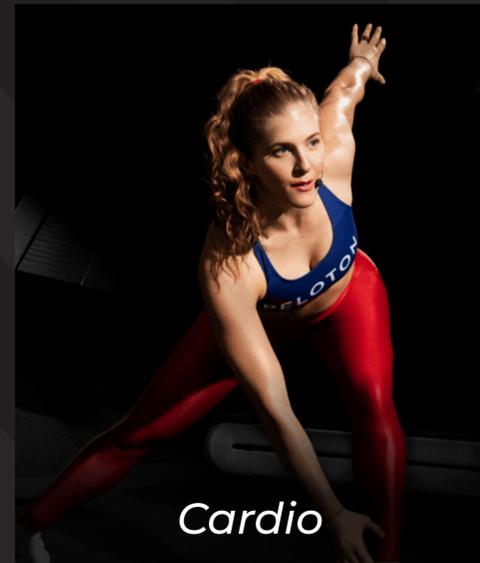
Cycling



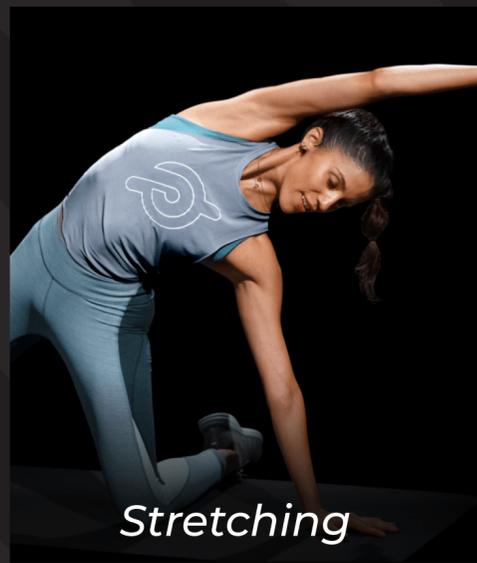
Yoga



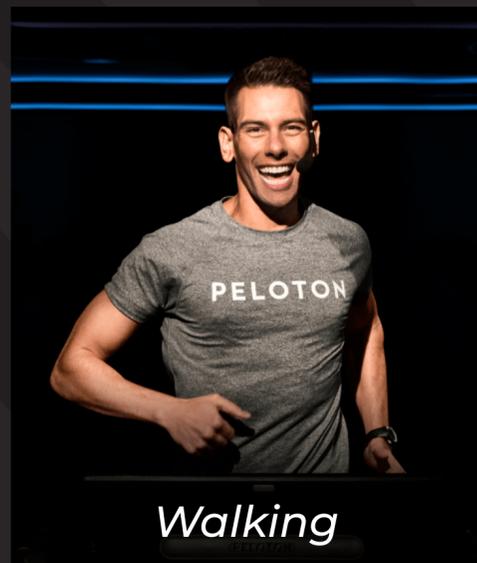
Meditation



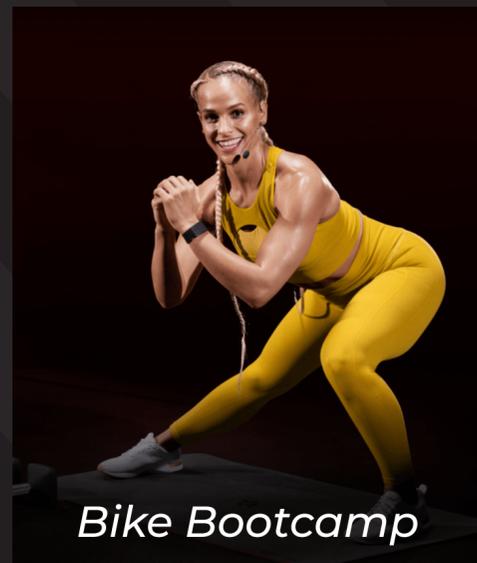
Cardio



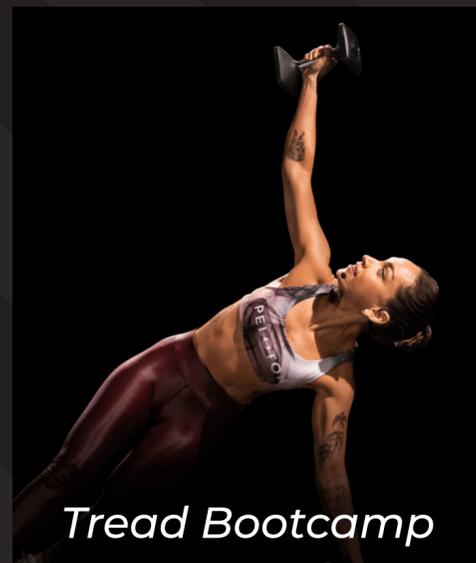
Stretching



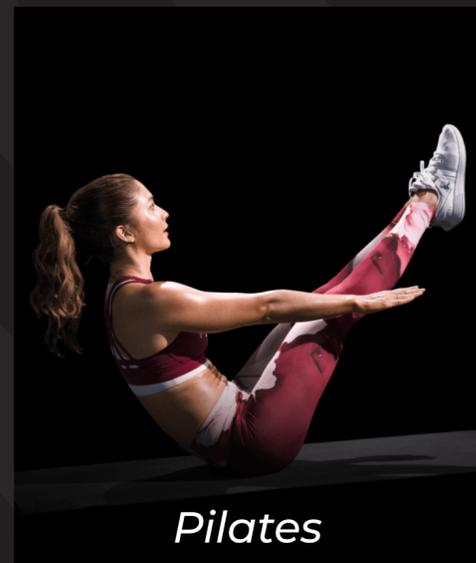
Walking



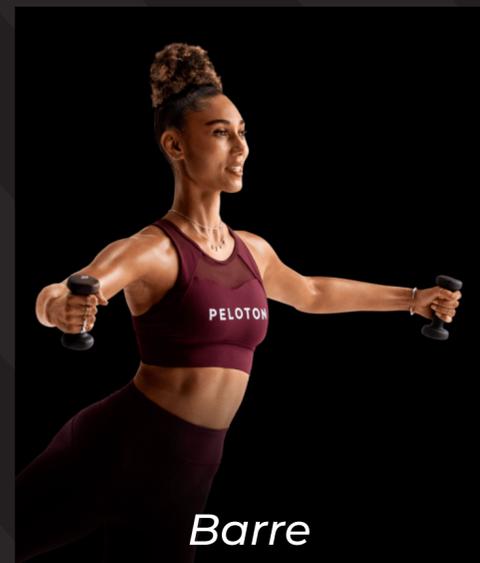
Bike Bootcamp



Tread Bootcamp



Pilates



Barre



# Classes & Products

Peloton's first stationary bike was released in 2014 at a price of \$2,245. In September of 2020, they released a new version of the bike, called Bike+, that costs \$2,495 while reducing the price of the original bike to \$1,895.

Peloton also has treadmill products, called Tread and Tread+, selling for \$4,295. Peloton Digital is a monthly subscription service that allows users to stream on iOS and Android devices the company's classes on cycling, running, yoga, and meditation.

Due to COVID-19, Peloton instructors began streaming classes from their individual homes in April 2020, rather than from the Peloton studios. The app offers the following class options: strength, yoga, cardio, meditation, running, outdoor, cycling, stretching, tread bootcamp, bike bootcamp, and walking. As of January 2021, the app is free but a membership to access the content costs \$12.99 a month.



# Competitors

Bowflex VeloCore

SoulCycle

NordicTrack S15i

Myx Fitness

Echelon Smart Connect Bike

ProForm Studio Bike Pro

Stryde



# Brand Image & Tone

- ⌘ Notoriously expensive exercise brand that specializes in top-end hardware, including its famous stationary bike and treadmill.
- ⌘ Offers a unique mix of fun, social-media-like environment, hyped up instructors and seemingly limitless options for on-demand classes
- ⌘ The inclusive, loud and engaging brand tone has helped Peloton build an extremely high retention rate of 96%.



# Previous Campaigns

The campaign, “We All Have Our Reasons,” aired in 2020 and spotlighted a handful of actual Peloton users instead of the traditional actors and models the brand has used in the past. The spots include a school teacher, a former NFL player, and a baker, among others, discussing their experience with Peloton and how it fits into their lives.

The campaign — which marks Peloton's largest ad spend to date — also points to the company's recent effort to democratize its products, such as introducing a cheaper model of its popular stationary bike.

"Our goal is to be the go-to at-home fitness solution for as many people as possible," John Foley, Peloton CEO and co-founder, said in a statement after announcing the cheaper bike. "And with these new product launches, we'll be able to offer access to Peloton's best-in-class fitness content at various price points, depending on what consumers are looking for, especially in a world where people are increasingly working out at home."



# Previous Campaigns

Peloton's 2019 holiday ad blew up the internet and received lots of backlash for being sexist and dystopian. In the commercial, a man gifts a woman a Peloton bike. As she gets on the bike she says, "A little nervous, but excited. Let's do this." The ad shows the woman getting into the habit of daily Peloton sessions, congratulating herself, taking selfies, and proclaiming she's surprised she's been at it five days in a row (even begrudgingly getting up for a 6 a.m. ride).

The interactive feature is quickly shown in which an instructor from afar apparently gives the woman a shout out, prompting her to say with almost desperate pride, "She just said my name!" We then learn the commercial itself is a documentary that the woman has been capturing to show her husband how grateful she is for the gift. She says, "A year ago, I didn't realize how much this would change me. Thank you."

Most of the backlash about the ad is that it's sexist. The woman comes across as timid, fearful, and needing approval. People don't want to see the negative side of themselves in ads. The need for change has to be presented in a more positive, aspirational light.



# Market Research

- 📌 Peloton's goal was to create an experience that makes people "want to want to work out." The company has a one-year retention rate of 96%, which is unheard of in an industry where most people quit their gym memberships by February.
- 📌 Peloton has more than one million subscribers.
- 📌 There are start-up companies in boxing, yoga, rowing and others that are inspired by the Peloton model of fitness from home.



# Opportunity

The health and wellness industry has grown exponentially in recent years, now to a booming \$4.5 trillion business. During the COVID-19 pandemic, the industry has seen changes happen as housebound consumers adapt to life without gyms or fitness studios. These new behaviors rely on the power of the internet to maintain human connection and interaction. As consumers comply with social distancing recommendations, the home has become the central stage for everything from eating and socializing to working and working out. Peloton's business model is perfectly positioned amid this crisis. Peloton has recently received criticism for their holiday advertisement being sexist and dystopian, so they have an opportunity to show that they are inclusive to all body types, races, and genders.



# Life Cycle

The role of this campaign is to emphasize the importance of incorporating exercise into your daily routine and how it can benefit all body types, genders and races. Peloton's organic growth has been fueled by: a highly flexible and rewarding fitness experience built around interactive technology, the star power of iconic instructors who are social media influencers, a sense of competition between users based on individuals' personal progress, and a vibrant online community of engaged and motivated customer brand ambassadors. We hope that after this campaign people will view Peloton as a fitness platform that is inclusive to all, no matter who you are or where you are in the world.



# Insight

The health and wellness industry has grown exponentially in recent years but has been **slower than others to adapt** when it comes to being inclusive to all body types. Peloton has received backlash in the past for their advertisements portraying women in a negative and sexist way. People want to see relatable figures shown in a positive, aspirational light.



# Key Message

With this campaign, we hope to broaden Peloton's reach to a **wider target audience**, encouraging them to break out of their comfort zone and give Peloton a try. We want them to **subscribe** to the service, **buy** the products and **incorporate** health and fitness into their daily routine at their own pace. Our goal is for everyone, regardless of body type, race or gender, to see what they are capable of with the power of Peloton.



# Strategy

Peloton is a brand that all body types, races and genders can use and benefit from. The brand offers an abundance of diverse features that cater to the needs and goals of **each individual user**.



# Target Audience

25 - 55 year olds

Value health and wellness

Able to afford the financial cost of a monthly gym membership, but struggle with finding the time

Most have the money and space for the larger-scale Peloton products



# Finn, 28, the endurance rider



**Location:** living in a loft with his fiancée, Ashley in Nashville, Tennessee

**Occupation:** works at an accounting firm; Ashley is an artist (\$95,000 total household income annually)

**Hobbies:** catching live music around the city, taking walks with their dog, relaxing at home with some Netflix

**Tech:** loves his iPhone, enjoys scrolling through his social media feeds, tagging his friends in funny memes, making online purchases or talking to his mom

**Gym:** usually hits the gym 3-5 days a week, especially since he spends his days at his desk; he gets burnt out doing the same routines over and over, and the gym isn't on his commute

## Values

Time availability

Class variety

Motivating instructors/music

Level of intensity

## Brand Affiliations



# Heather, 36, the cardio junkie



**Location:** living in Charlotte, NC with her husband, Jeff, and their two daughters

**Occupation:** works as a pediatric dental hygienist; Jeff works in commercial real estate (\$200,000 total household income annually)

**Hobbies:** doing arts and crafts with her daughters, trying out new recipes for her family, shopping around SouthPark Mall and having wine night with her girlfriends

**Tech:** is tech savvy and always stays up to date on the latest trends in fashion, technology and fitness for herself and her family

**Gym:** always on her feet, but still loves to exercise regularly to stay healthy and in good shape; finds it difficult to attend her favorite YMCA classes due to keeping up with the girls' schedules

## Values

Time availability

Class variety

Motivating instructors/music

Level of intensity

## Brand Affiliations

Madewell Michaels  
MAKE CREATIVITY HAPPEN



Publix ANTHROPOLOGIE



# Bruce, 53, the newbie trainee



**Location:** just relocated with his wife, Kim, to their favorite beach town, Grayton Beach, Florida

**Occupation:** has been in the banking business for 30 years (\$150,000 total household income annually)

**Hobbies:** walking on the beach, fishing, kayaking, exploring new restaurants, hosting their children (and soon to be grandchildren) at their new home

**Tech:** owns an iPhone, but does not use it much besides texting, calling or the occasional scroll on Facebook

**Gym:** worried he is getting out of shape due to working less and wants to make sure he is healthy for the long haul, especially as a grandpa-to be

## Values

Time availability  
\_\_\_\_\_ ⚡

Class variety  
\_\_\_\_\_ ⚡

Motivating instructors/music  
\_\_\_\_\_ ⚡

Level of intensity  
\_\_\_\_\_ ⚡

## Brand Affiliations



# Initial Tagline Ideas

1. Ride to results
2. (on) demand fitness
3. Ready when you are
4. Motivate. Accelerate. Elevate  
(create, activate, aspirate, celebrate, integrate, etc.)
5. Take charge of fit
6. Fit's up to you
7. Do fit anywhere
8. Own fit
9. Get more out of fit
10. Ride or die
11. Push on
12. Bring it on / bring fit on
13. Let's roll
14. Take fitness for a ride
15. You're in control
16. Health in your hands
17. All access to success / access success
18. Surprise yourself
19. For the everyday athlete
20. Work (out) with peloton
  - a. Work (hard) with peloton
  - b. Work (for results) with peloton
21. Fire up fitness
22. Streamline your routine
23. Forever fitness
24. Finesse fitness / fi(t)ness(e)
25. Because fit should be fun



# Headline Ideas

1. \_\_\_\_\_ with Peloton.
  - a. Motivate: Feel empowered through the Peloton community. From live instructor shoutouts to virtual high fives from users around the world, real-time encouragement will push you to success—together.
  - b. Accelerate (pushing yourself on bike workout)
  - c. Elevate
  - d. Create: Stacked Classes allow you to build customized workouts catered to your individual fitness goals. Plan ahead and keep the flow going by seamlessly moving from one class to the next.
  - e. Activate: Get in tune with your workout through our curated playlists. Whether you're looking for a cardio blast with high-energy beats or a low-impact leisurely ride with complimentary calming vibes, our music will put you in the right mindset.
  - f. Aspirate
  - g. Celebrate: Be proud of victories big and small. Badges are awarded for reaching personal milestones, reminding you of the work you've put in throughout your fitness journey and encouraging you to keep striving for more.
  - h. Integrate
  - i. Liberate
  - j. Stimulate
  - k. Resonate
2. Whatever, whenever, wherever, however, whyever. It's up to you. Peloton. Ready when you are.
3. (on) Demand \_\_\_\_\_. - strength, motivation, challenges, peace, results, etc.
4. Peloton, for every body.



# Copy Process

1. For every time allowance. Looking for an hour-long spin sesh to sweat out some serious stress? Or how about a quick 10-minute core circuit to squeeze into your lunch break? We'll help you fit "fit" into your schedule.
2. For every music taste. Get that heart rate and those beats bumpin' with a Beyonce bootcamp class, or slow the tempo with a Bob Marley yoga flow. Whoever you vibe with, our Artist Series workouts are sure to have you moving and grooving.
3. For every level of intensity. Maybe you're elite athlete status and already have the form down. Maybe you've just started incorporating fitness into your life and want to try out a new class. We've got something for every step along the way.
4. For every class preference. Are you a cardio junkie looking for some high-intensity moves to amp up your routine, or more of a spirited yogi on a mindful journey toward inner peace? Our library of over 10,000 on-demand classes has the workout you want today, even if it changes tomorrow.
5. For every motivational need. Some can find the drive within, while others look to a supportive community and empowering instructors. Whether you need a little nudge or a serious push, we'll give you the encouragement to keep going.



# Final Copy

1. From endurance rider to quick HIITer. Whether you've got an hour to spin or 10 minutes of crunch time, we'll help you fit "fit" into your schedule.
2. From cardio junkie to master of tranquility. Looking to amp up your routine or find inner peace? Our library of over 10,000 on-demand classes has the workout you want today, even if it changes tomorrow.
3. From Shakira cyclist to Bon Jovi yogi. Whoever you vibe with, our Artist Series workouts are sure to have you moving and grooving.
4. From elite athlete to newbie trainee. Maybe you've got the form down already. Maybe you're just getting the moves down. We've got something for every step along the way.



# Video Script

At Peloton, we connect the world through fitness, empowering people to be the best version of themselves, whenever, wherever, and however. Exceed your goals at home, on your own time. Bond with others. Inspire those around you to go after their dreams. Grow stronger together. It's up to you. Discover everything you're capable of through the power of sweat, through the power of Peloton. We're ready when you are. For every schedule. For every music taste. For every level of intensity. For every class preference. For every motivational need. Peloton, for every body.



# Storyboard



MOTIVATE

ACCELERATE

1. With Peloton

2. Motivate.

3. Accelerate

ELEVATE

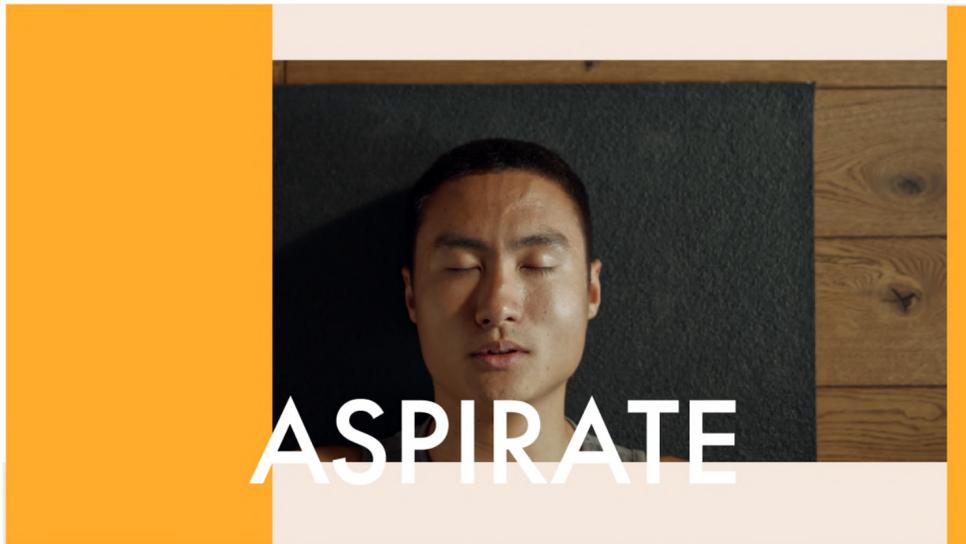
CREATE

ACTIVATE

4. Elevate.

5. Create.

6. Activate.



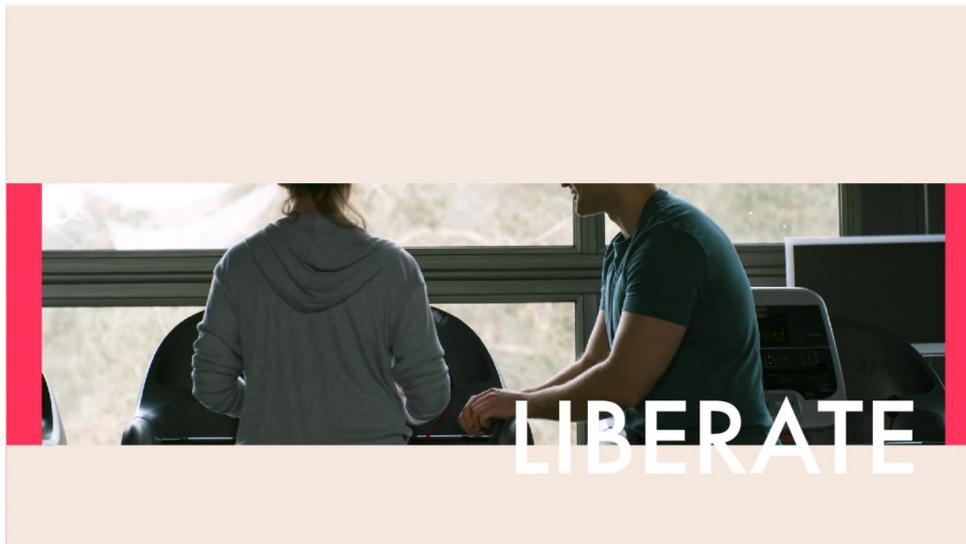
7. Aspirate.



8. Celebrate.



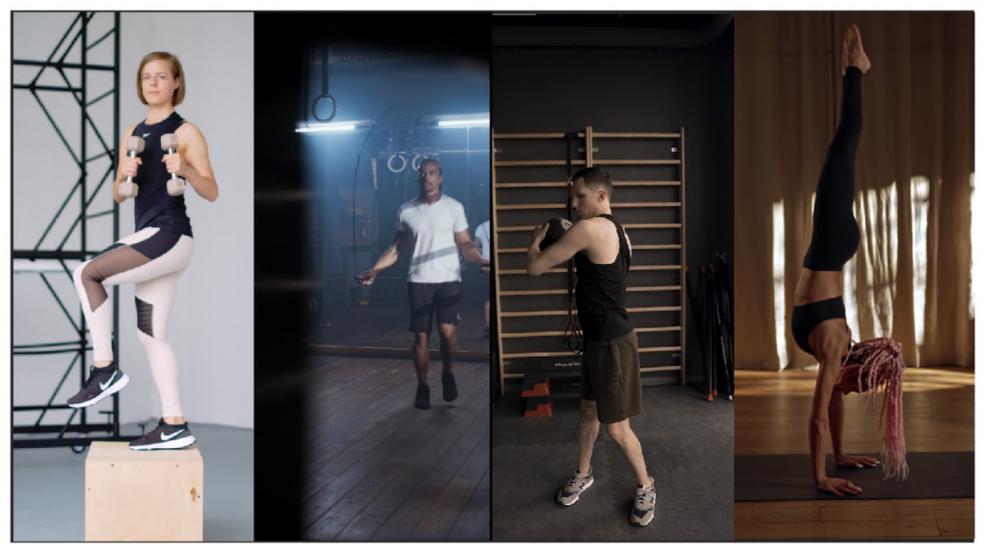
9. Integrate.



10. Liberate.



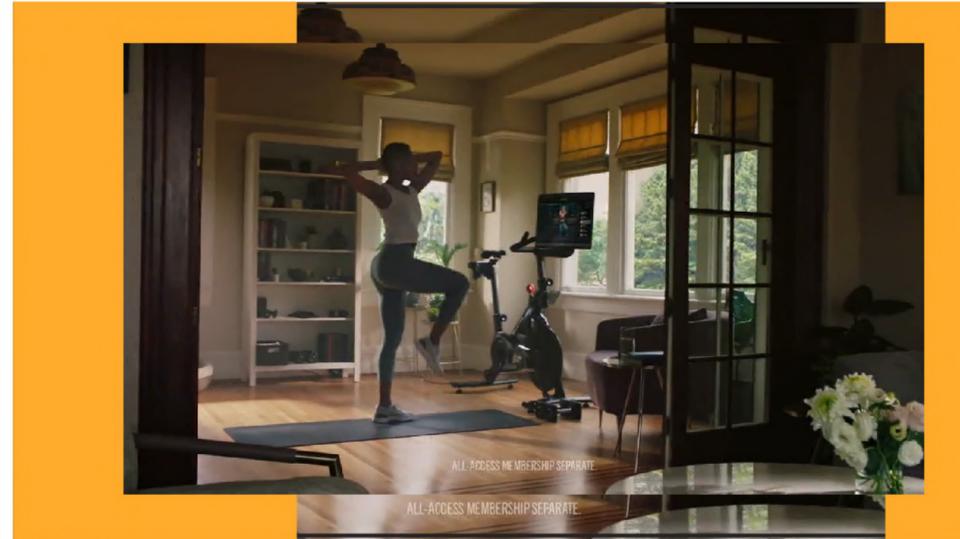
11. Stimulate.



11. We connect the world through fitness, -



-12. empowering people to be the best version of themselves, whenever, wherever, and however.



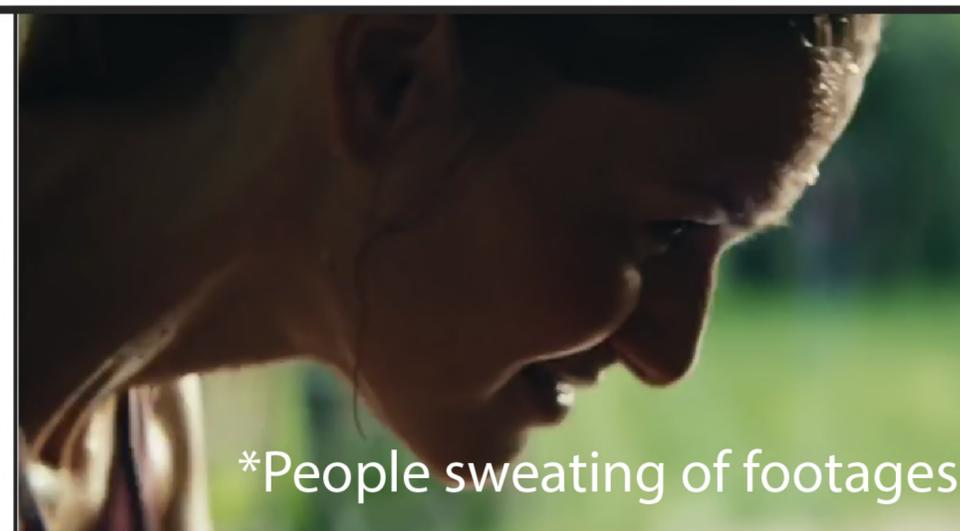
13. Reach your goals at home, on your own time.



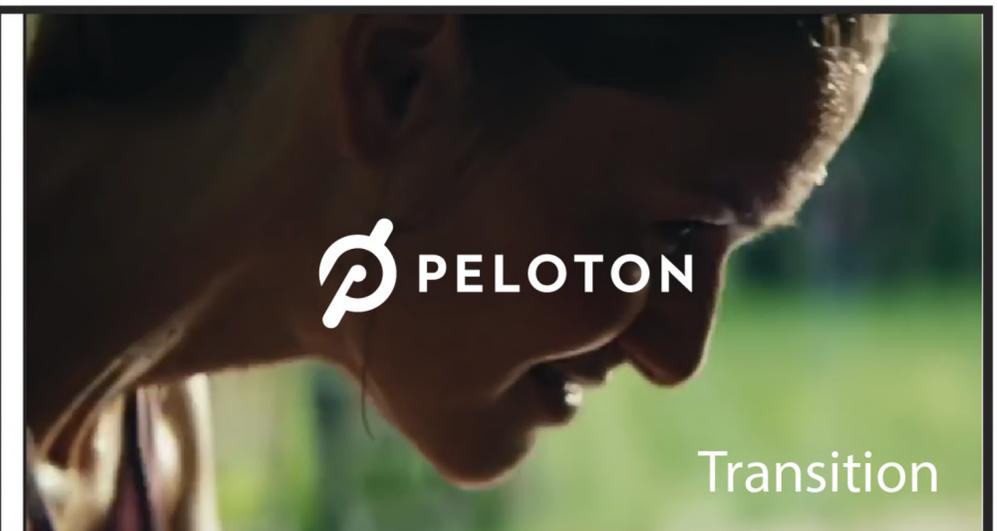
14. Connect and bond with others. Inspire those around you to go after their dreams.



\*People sweating of footages

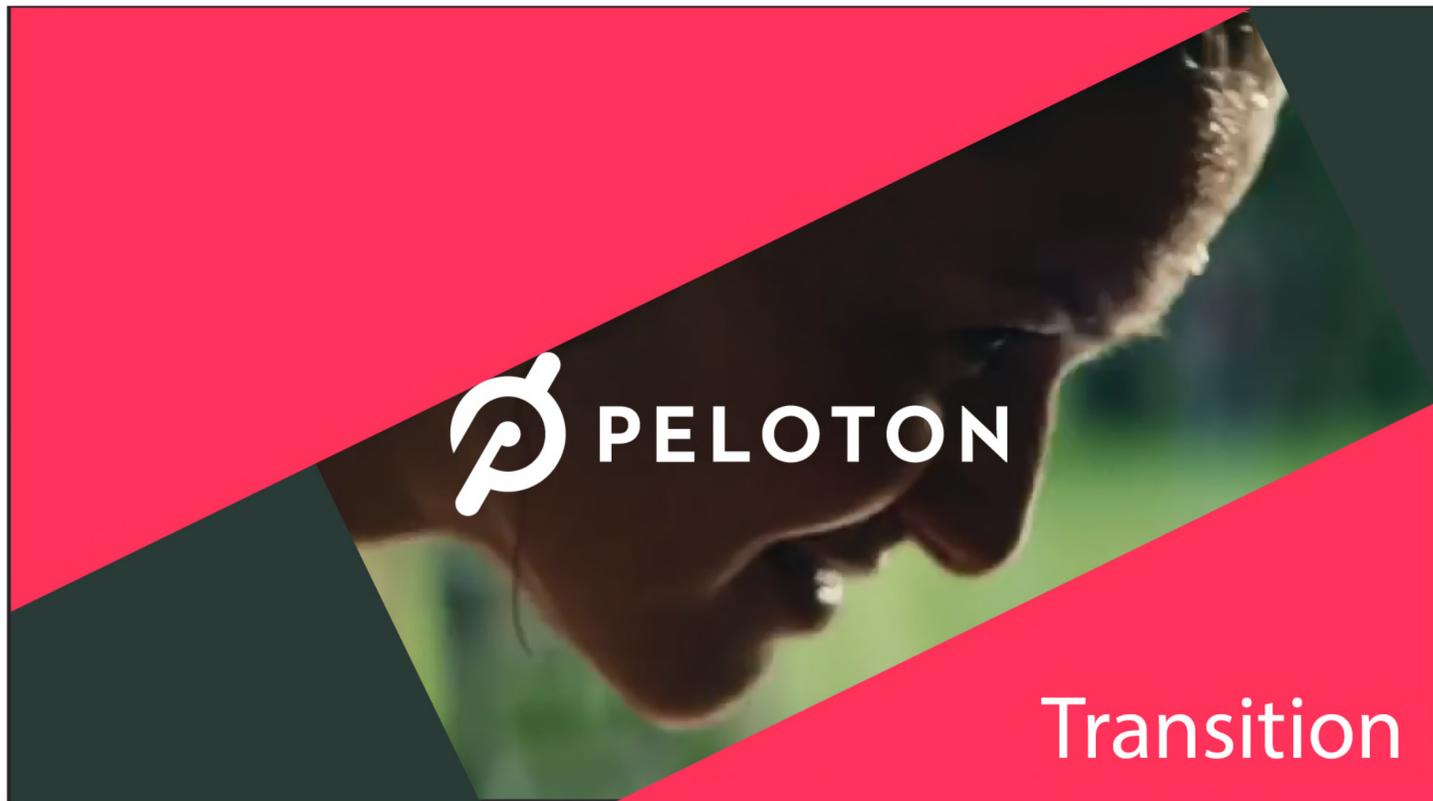


\*People sweating of footages



Transition

15,16&17. Grow stronger together. It's up to you. Discover the best version of yourself through the power of sweat, through the power of Peloton.



18 & 19. We're ready when you are. Peloton, for Every Body.

# Colors & Typefaces

## Colors

HEX: ed3e2e

HEX: d2dc25

HEX: ff00fd

HEX: 6065ff

## Typefaces

Montserrat Thin  
*Montserrat Thin Italic*  
Montserrat Extra Light  
*Montserrat Extra Light Italic*  
Montserrat Light  
*Montserrat Light Italic*  
Montserrat Regular  
*Montserrat Italic*  
Montserrat Medium  
*Montserrat Medium Italic*

**Montserrat SemiBold**  
***Montserrat SemiBold Italic***  
**Montserrat Bold**  
***Montserrat Bold Italic***  
**Montserrat ExtraBold**  
***Montserrat ExtraBold Italic***  
**Montserrat Black**  
***Montserrat Black Italic***



# Logo Treatments

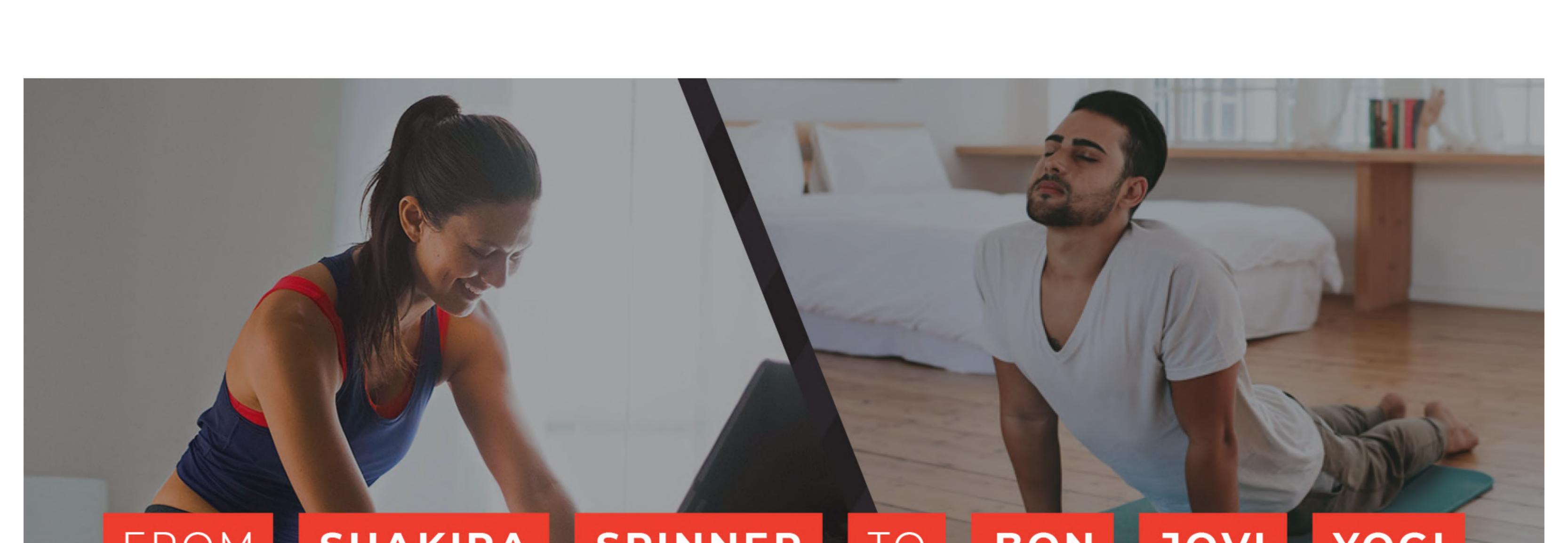
**PELOTON**  
FOR EVERY BØDY



PELOTON

FOR EVERY BØDY



A woman with dark hair in a ponytail, wearing a blue and red athletic top, is smiling while riding a Peloton bike. A man with a beard, wearing a white t-shirt and grey pants, is performing a yoga pose (Cobra) on a green mat in a bright, minimalist room with a bed and a desk in the background. A diagonal black line separates the two scenes.

FROM

SHAKIRA

SPINNER

TO

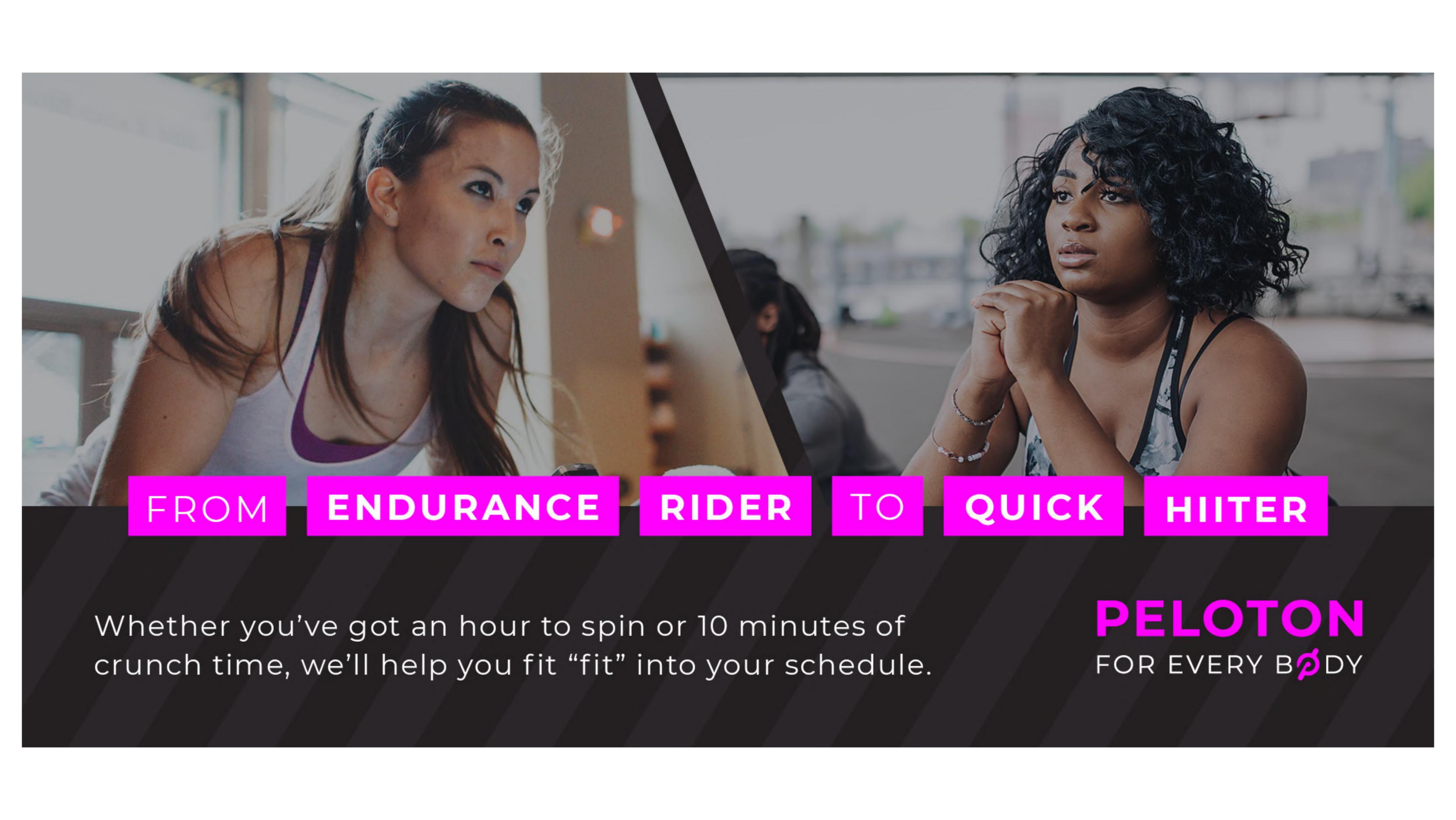
BON

JOVI

YOGI

Whoever you vibe with, our Artist Series workouts are sure to have you moving and grooving.

**PELOTON**  
FOR EVERY B**p**DY

A promotional image for Peloton featuring two women in a gym. The woman on the left is leaning forward, wearing a white tank top with purple trim. The woman on the right is sitting with her hands clasped, wearing a black and white patterned tank top. The background is a blurred gym environment. A diagonal black line separates the two women. The text 'FROM ENDURANCE RIDER TO QUICK HIITER' is overlaid on the image in pink boxes.

FROM

ENDURANCE

RIDER

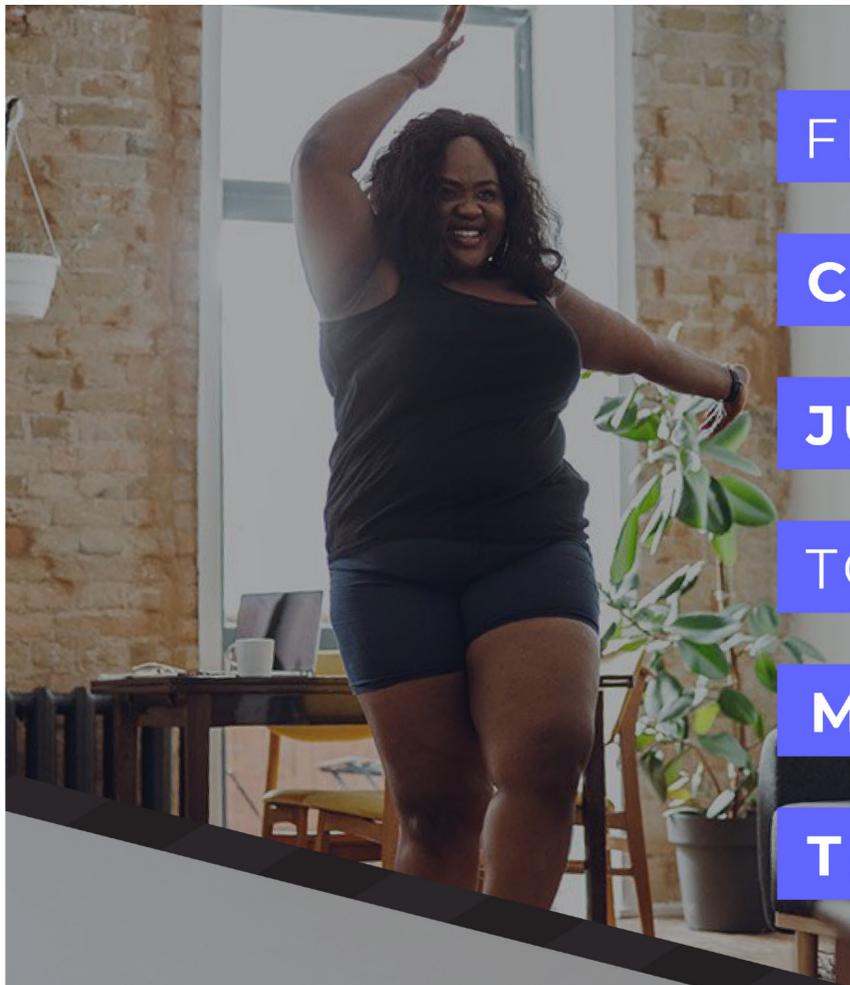
TO

QUICK

HIITER

Whether you've got an hour to spin or 10 minutes of crunch time, we'll help you fit "fit" into your schedule.

**PELOTON**  
FOR EVERY B**p**DY



FROM

CARDIO

JUNKIE

TO

MASTER OF

TRANQUILITY



Looking to amp up your routine or find inner peace? Our library of over 10,000 on-demand classes has the workout you want today, even if it changes tomorrow.

**PELOTON**  
FOR EVERY BODY



FROM

ELITE

ATHLETE

TO

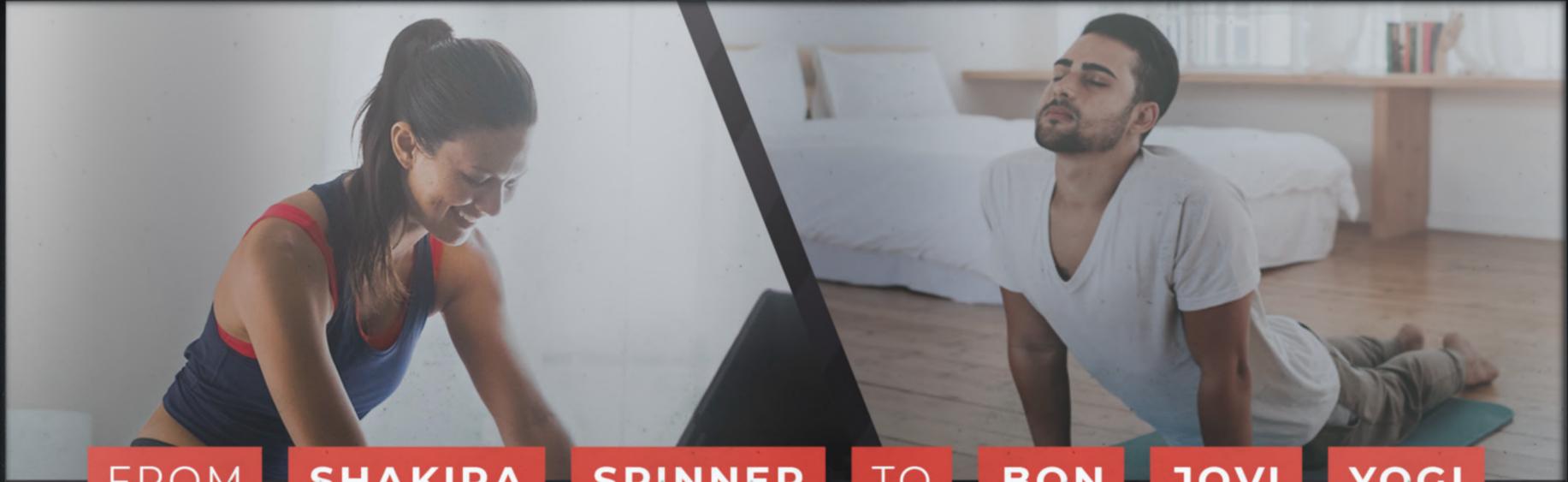
NEWBIE

TRAINEE



Maybe you've got the form down already. Maybe you're still getting comfortable with the moves. We have something for every step along the way.

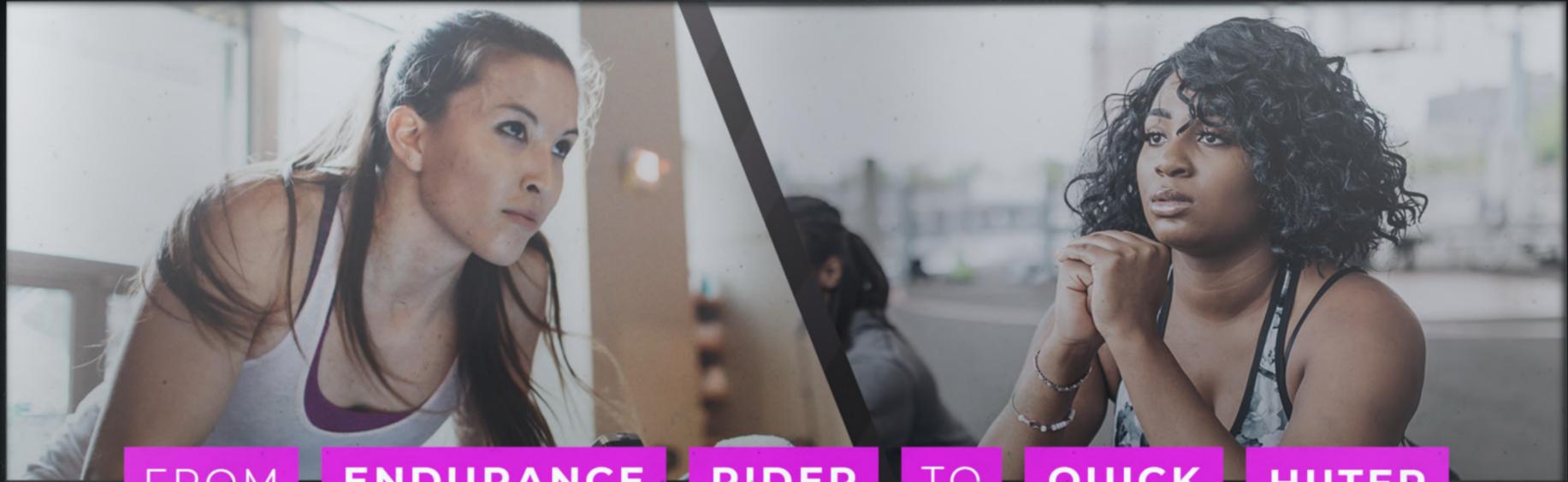
**PELOTON**  
FOR EVERY BODY



FROM SHAKIRA SPINNER TO BON JOVI YOGI

Whoever you vibe with, our Artist Series workouts are sure to have you moving and grooving.

**PELOTON**  
FOR EVERY BODY



FROM ENDURANCE RIDER TO QUICK HIITER

Whether you've got an hour to spin or 10 minutes of crunch time, we'll help you fit "fit" into your schedule.

**PELOTON**  
FOR EVERY BODY

250501

FROM ENDURANCE RIDER TO QUICK HIITER

Whether you've got an hour to spin or 10 minutes of crunch time, we'll help you fit "fit" into your schedule.

**PELOTON**  
FOR EVERY BØDY

primesight

250501

FROM SHAKIRA SPINNER TO BON JOVI YOGI

Whoever you vibe with, our Artist Series workouts are sure to have you moving and grooving.

**PELOTON**  
FOR EVERY BØDY

primesight











**PELOTON**  
FOR EVERY BØDY



**PELOTON**  
FOR EVERY BØDY



**PELOTON**  
FOR EVERY BØDY



**PELOTON**  
FOR EVERY BØDY

**Thank you for listening!**

**PELOTON**  
FOR EVERY BØDY