

Brand Positioning





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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



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.

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~~

~~Guiltish~~

~~Satisfied~~

~~Exclusive~~

~~Goofy~~

~~Snobby~~

~~Cheap~~



WE ARE NOT A GIMMICKY FITNESS BRAND

No Before & Afters



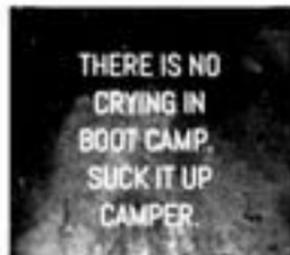
No Cheesy Ads



Not a Fad



Don't talk Down



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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EMOTIONAL INWARD

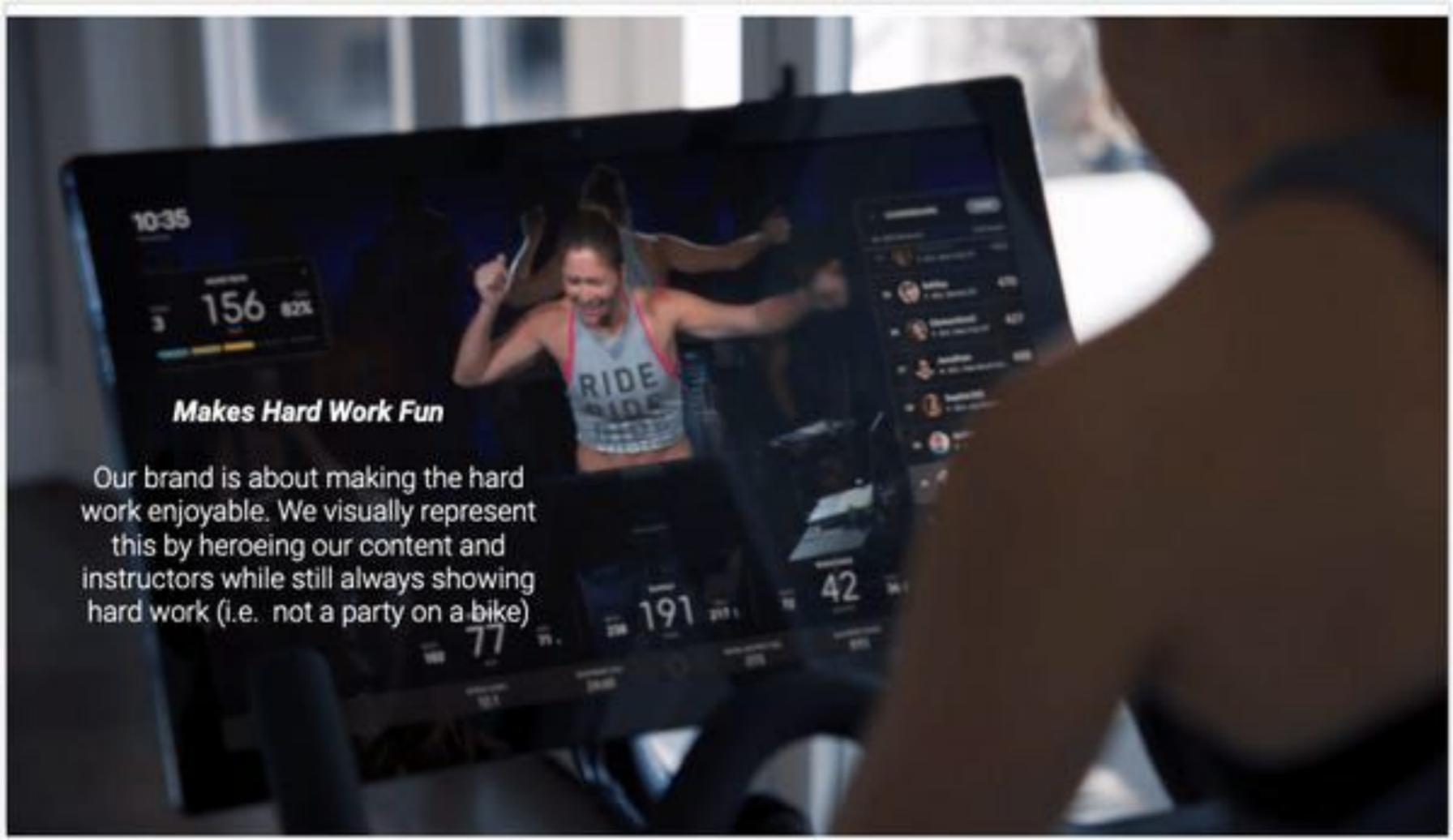
HOW DOES THE
BRAND MAKE
ME LOOK?

EMOTIONAL OUTWARD



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





10:35

156 RPM

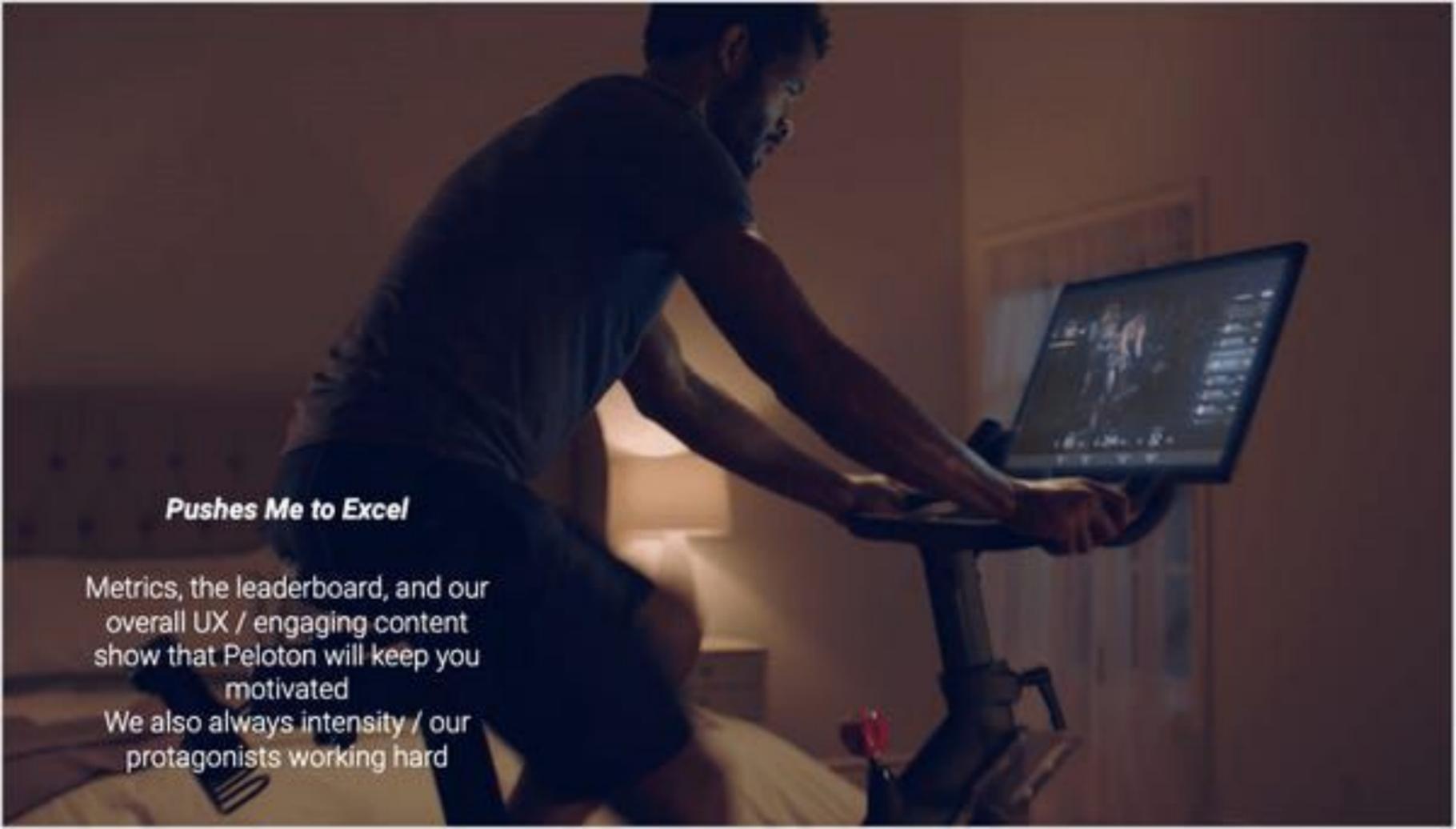
Makes Hard Work Fun

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)

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 leaning forward, looking at the large screen on the bike. The screen displays a virtual workout interface with a person riding a bike and various data points. The room has a warm, low-key lighting, possibly from a lamp in the background.

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

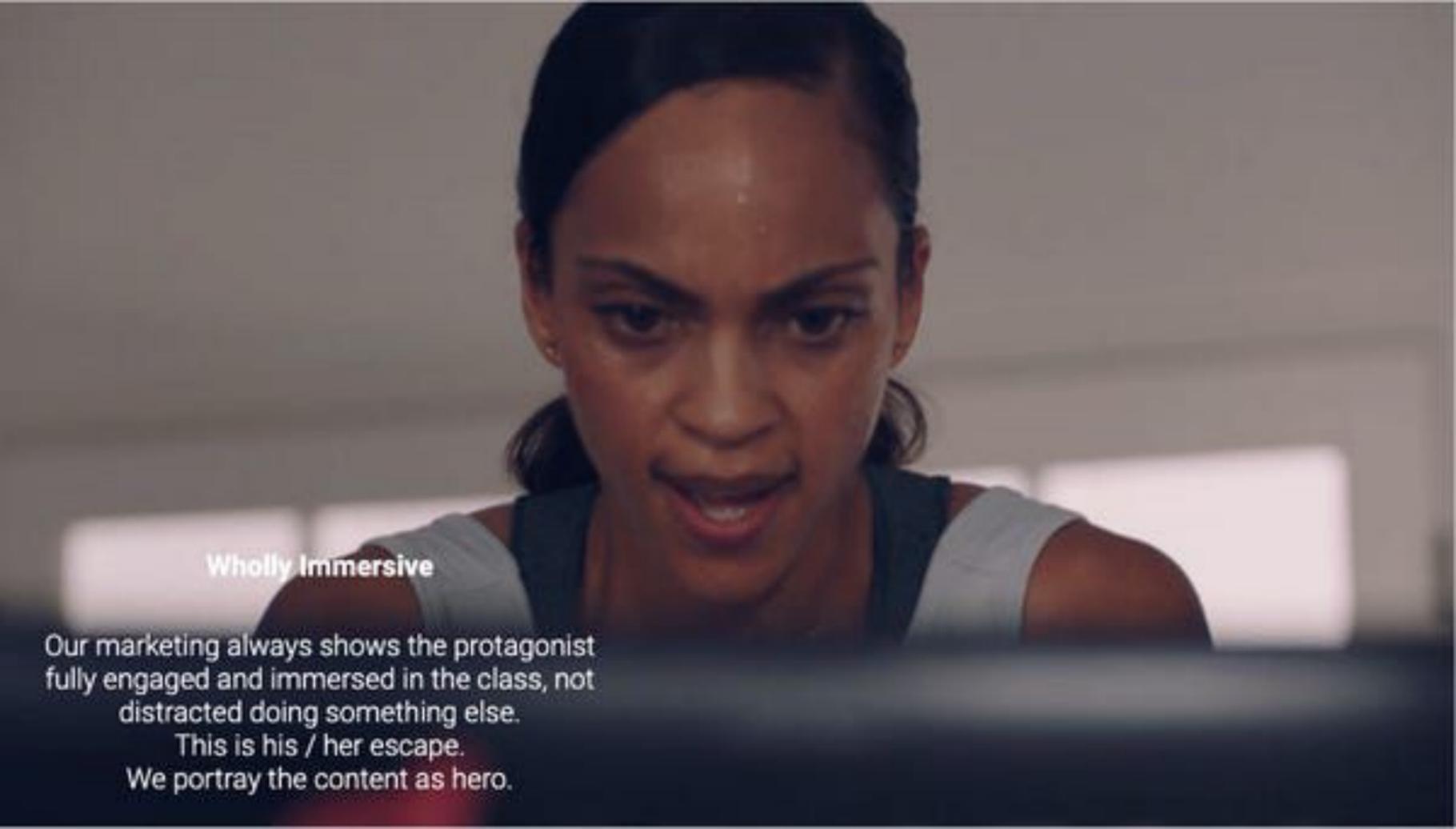


PELOTON

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)



A close-up shot of a woman with dark hair pulled back, looking intently at a computer screen. Her expression is one of concentration and determination. The background is blurred, showing what appears to be a modern office or classroom setting with large windows.

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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FUNCTIONAL INWARD

HOW WOULD I DESCRIBE
THE PRODUCT?

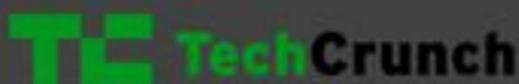
FUNCTIONAL OUTWARD



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



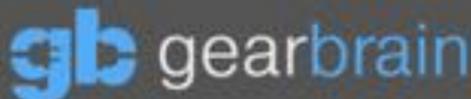
Peloton to launch its smart exercise bike in the UK and Canada

This Tech Cycling Company Is Now Worth \$1 Billion



**FAST
COMPANY**

Give your home a smart gym with this connected workout equipment



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!



a 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.



a month ago

Ryan

Morgantown, WV

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?

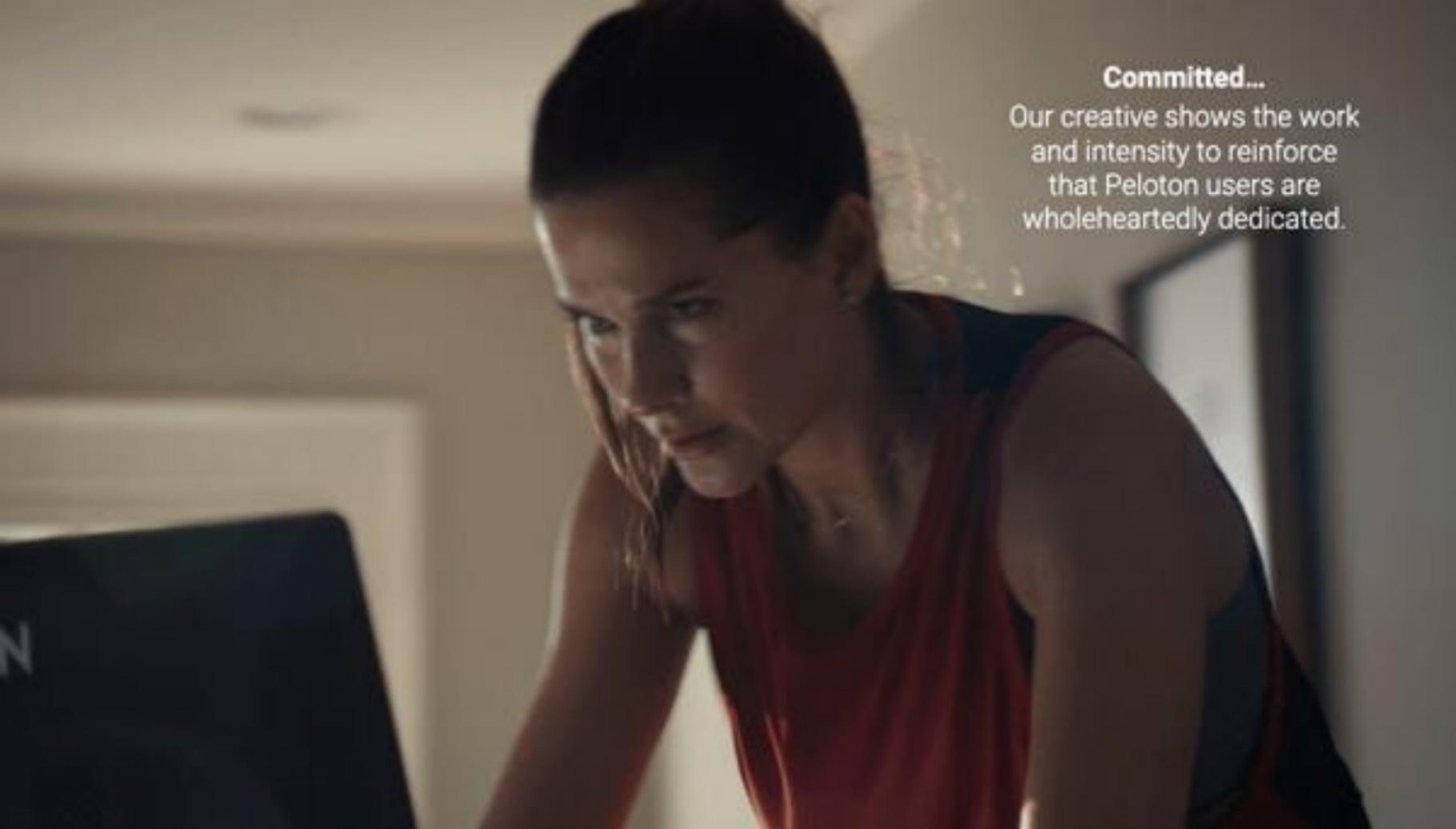
FUNCTIONAL INWARD

HOW WOULD I DESCRIBE
THE PRODUCT?

FUNCTIONAL OUTWARD

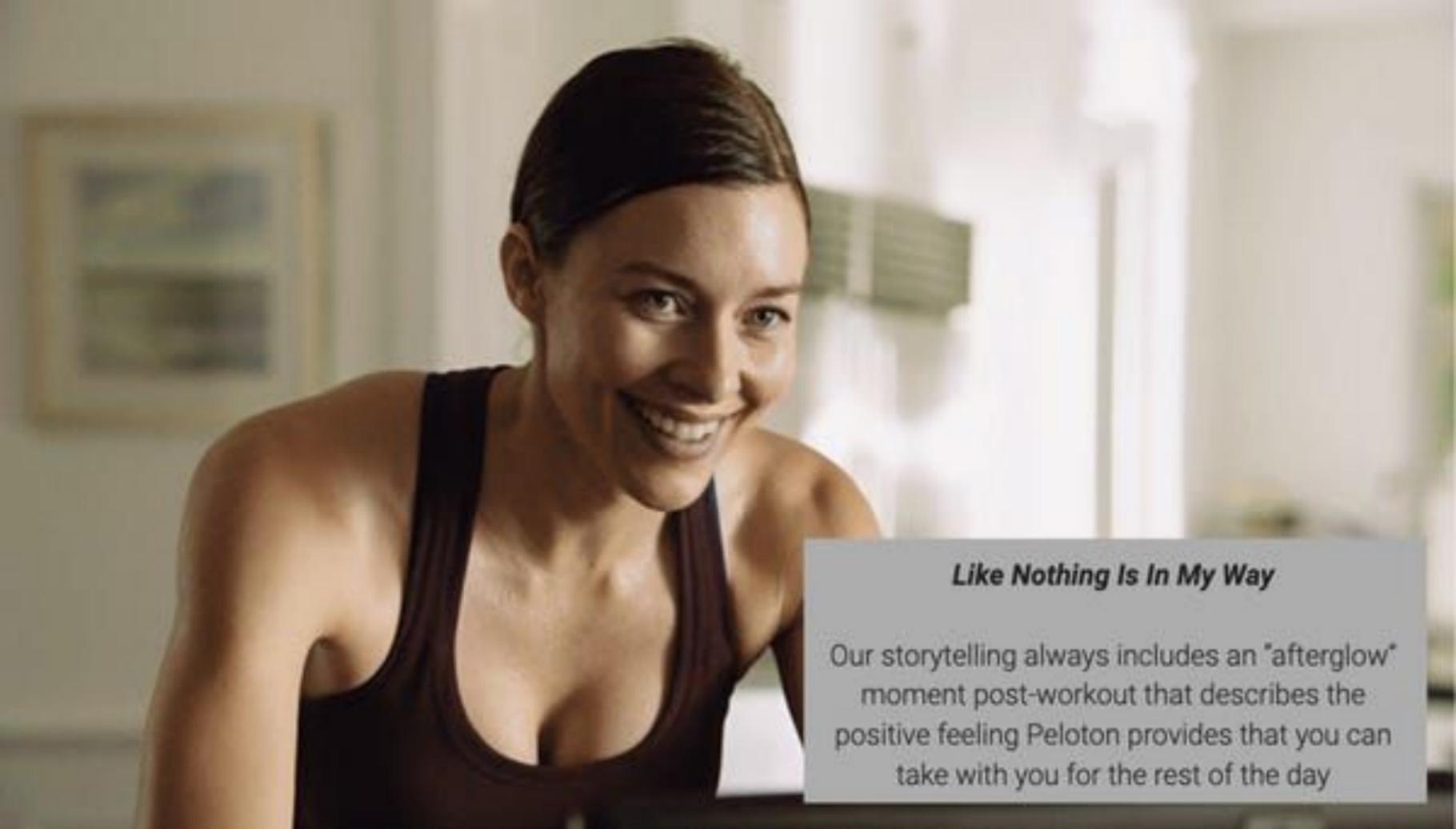


How does the
brand make me
feel?

A woman with dark hair pulled back, wearing a red tank top, is leaning forward and looking intently at a laptop screen. The scene is dimly lit, with a warm, golden light source from the side, creating a focused and intense atmosphere. The background is slightly blurred, showing what appears to be an indoor setting with a doorway or window.

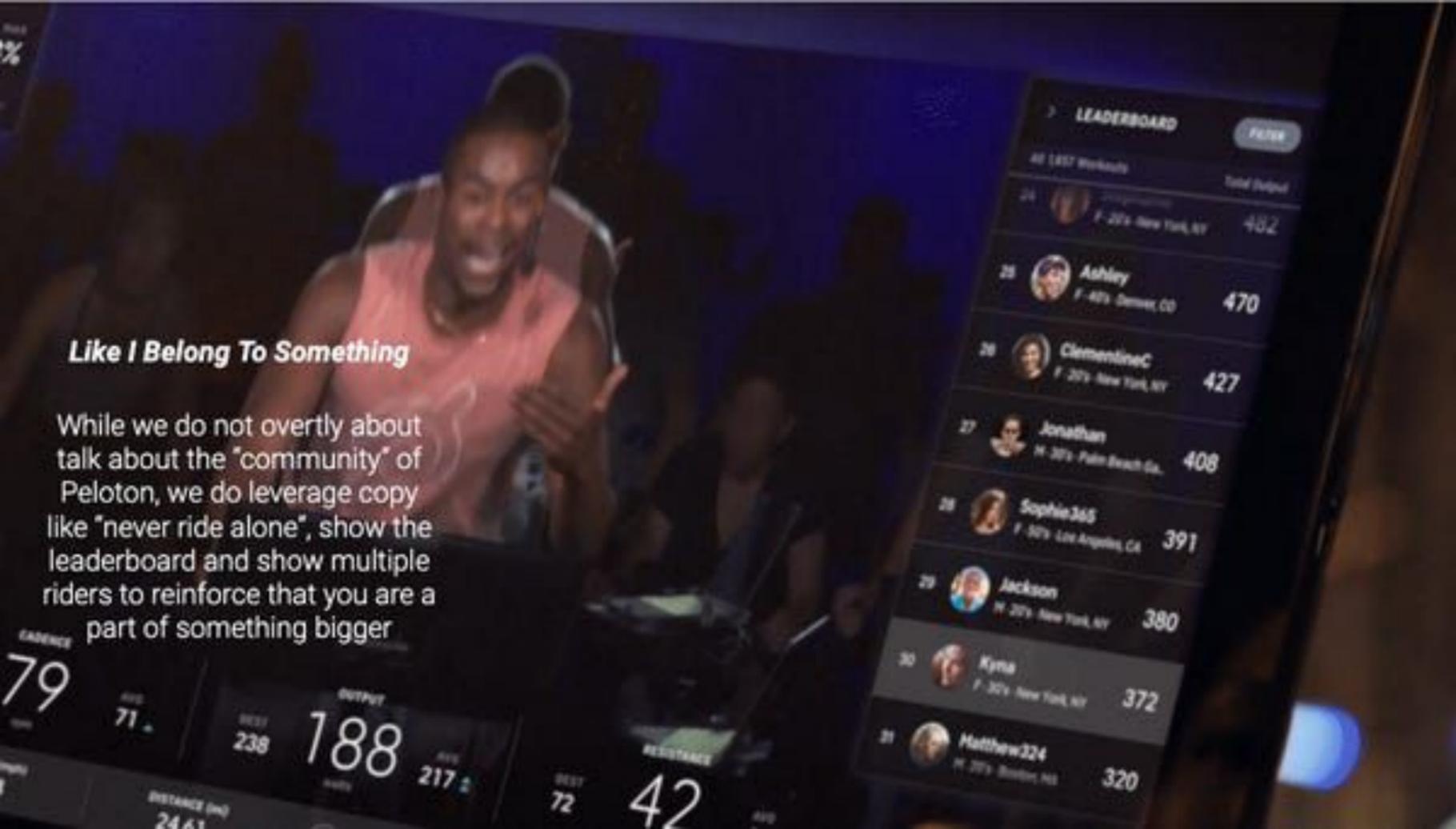
Committed...

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

A woman in a pink tank top is riding a Peloton bike. The bike's screen displays a leaderboard with the following data:

Rank	Name	Age	Gender	City	Total Output
24	[Profile]	20's	F	New York, NY	482
25	Ashley	40's	F	Denver, CO	470
26	ClementineC	20's	F	New York, NY	427
27	Jonathan	30's	M	Palm Beach, Ga.	408
28	Sophie365	30's	F	Los Angeles, Ca	391
29	Jackson	20's	M	New York, NY	380
30	Kyna	20's	F	New York, NY	372
31	Matthew324	20's	M	Boston, MA	320

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

CADENCE
79

AVG
71

BEST
238

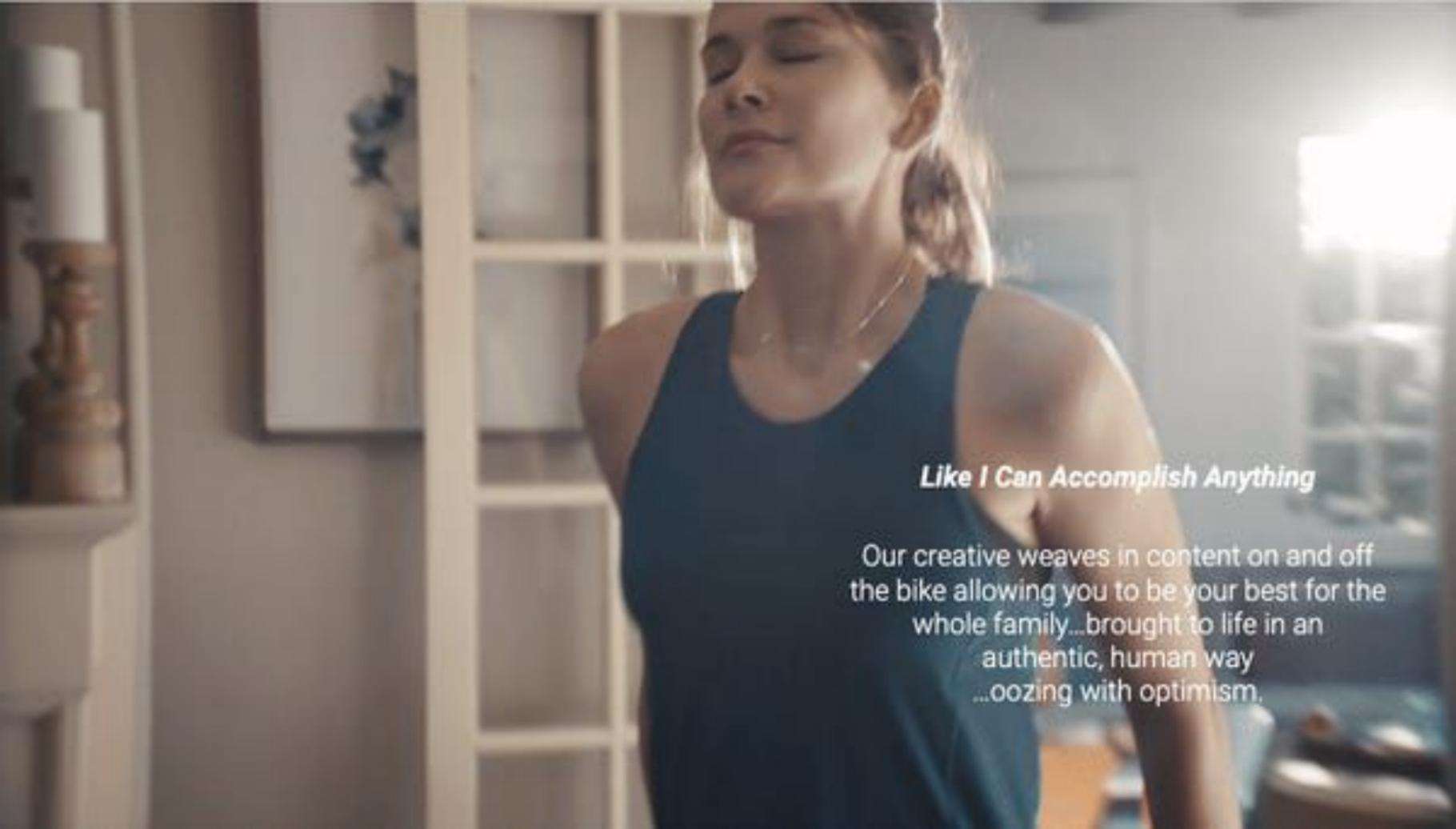
OUTPUT
188

AVG
217

BEST
72

RESISTANCE
42

DISTANCE (MI)
24.61

A woman with her eyes closed, wearing a teal tank top and a necklace, stands in a home interior. The background shows a window with a grid pattern and a lamp on a shelf to the left.

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.