



PELOTON

10/28/2024

Campaign #2

Matcha Media Solutions

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OVERVIEW

Business Challenge

Sales have plummeted post-COVID-19. The Peloton hype has worn off and now is viewed negatively because of its upfront cost. Other companies have also duped Peloton for cheaper prices, making Peloton less and less attractive of a purchase.

Target Audience

- Younger adults (college aged) who want to work out at home
- Fitness enthusiasts with busy schedules
- Homebodies

KEY INSIGHT

Peloton gained attraction during the pandemic because it was a way for fitness enthusiasts to continue working out while gyms were closed.

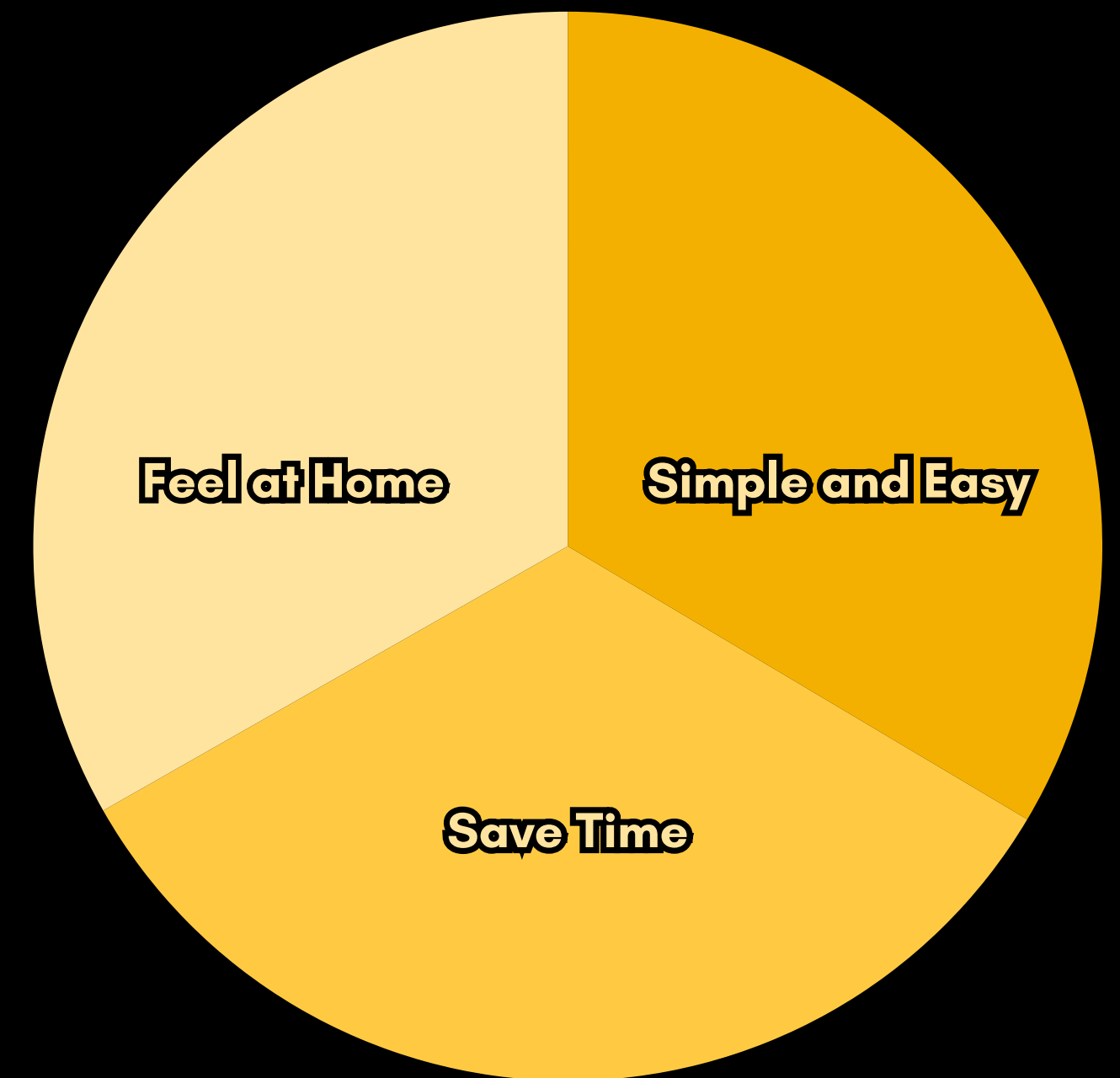
Post COVID-19 though, the attraction declined and people began to realize that the cost of purchasing a Peloton was not worth a dent in their budgets. Other companies have also created dupes in the last four years; so if consumers were to buy a workout machine, it would be the cheaper version.

The new target audience though, is the main idea for Peloton to regain this trust and regrow their consumer market. The young adult working class is constantly in a rush with their schedules — “Time is Money” — so saving the travel time by making an investment for their health and schedule may be worth their money, and definitely worth their time.

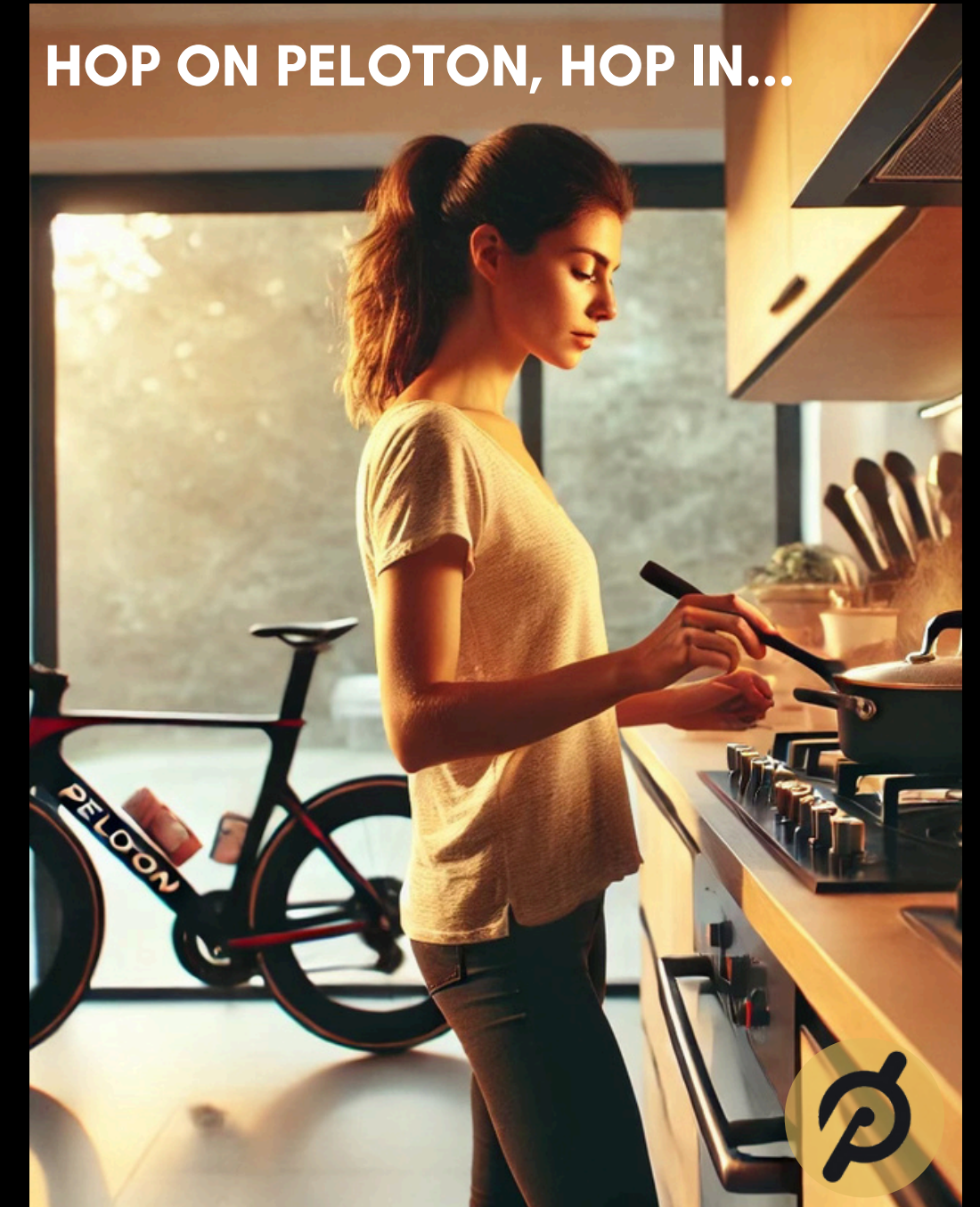
SWEATING IN SILENCE

Hop on, Hop in...

This idea portrays the convenience of an at-home-workout with Peloton... alone.




PRINT ADS







SOCIAL MEDIA ADS


Instagram



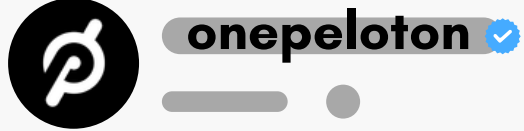
HOP ON PELOTON,
HOP IN...











Facebook



HOP ON PELOTON,
HOP IN...





FACEBOOK

"Hop On Peloton, Hop In My Routine"

- Encourage Peloton users to share their own "Hop On, Hop In" moments by posting videos or photos on Facebook.
- Users use **#HopOnHopIn** and offer incentives like free Peloton gear or workout classes to the best submissions.



POP-UP EVENTS

Hop on, hop in... pop up booth

An interactive Peloton pop-up booth where visitors can experience a quick 5-minute demo ride on a Peloton bike.

Afterward, they can “hop in” to a relaxation zone filled with comfy chairs, smoothies, and massage chairs—emphasizing the seamless transition from workout to relaxation.



POP-UP EVENTS

Morning Coffee & Ride Series

Partner with upscale coffee shops in busy college areas to offer a "Ride and Recharge" experience. Participants can ride a Peloton bike for a short burst and then enjoy a free coffee, showcasing how quickly a Peloton workout fits into a morning routine.



thank you.
questions?



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