



**MC 4031**

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**Matcha Media Solutions**

# Strategy Page

## **Business Challenge**

Sales have dropped sharply since COVID-19, and the initial Peloton excitement has faded, with the brand now facing criticism due to its high upfront costs. Competing companies have introduced similar products at lower prices, making Peloton seem like a less appealing option for buyers.

## **Define target audience**

The target audience includes college-aged adults interested in home workouts and fitness enthusiasts with busy schedules. It also appeals to those who prefer exercising from the comfort of their homes.

## **The key insight that led to your solution**

Peloton surged in popularity during the pandemic as fitness enthusiasts sought ways to work out from home while gyms were closed. However, interest has since waned, as many found the cost hard to justify, especially with other brands now offering similar, more affordable options.

To win back consumer interest, Peloton is focusing on a younger, time-conscious working audience. For busy young adults who view “time as money,” investing in a home workout solution could offer significant value, saving travel time and fitting health into their demanding schedules.

## **Big Idea and how you developed it from your key insight**

“Sweating in Silence”

Convenient way to work out. Emphasizing that it is easy, quick, simple, and time-efficient.

Sweating in silence comes from “moving in silence”, a phrase common online among younger adult audiences. It also came from the term sleep build. Sleep build is what someone would say about a buff person that doesn’t appear to be buff on the surface. This led to Hop on.. Hop in.. because you can be sweating in silence by getting fit alone at home. Thus, Hop on Peloton, Hop in the office, shower, kitchen, or more.

**Briefly discuss how your big idea solves the problem (1-2 sentences)**

The “Sweating in Silence” concept revitalizes Peloton by reimagining it as a time-efficient, convenient solution for young, busy professionals who prioritize fitness without the frills. Drawing from phrases like “moving in silence” and “sleep build,” which resonate with younger audiences, this idea taps into the desire for a discreet, hassle-free workout routine that delivers results without disrupting their lives.

By positioning Peloton as a streamlined, solo fitness option, “Sweating in Silence” offers a unique appeal: users can “Hop on” their Peloton, work out privately, and seamlessly “Hop in” to their day—whether it’s the office, a meeting, or a social event—without the time and expense of gym memberships. This approach reframes Peloton as an investment in both fitness and convenience, setting it apart from cheaper imitators by aligning with the fast-paced lifestyle of young adults who value efficiency and personal progress over showy, costly alternatives.



