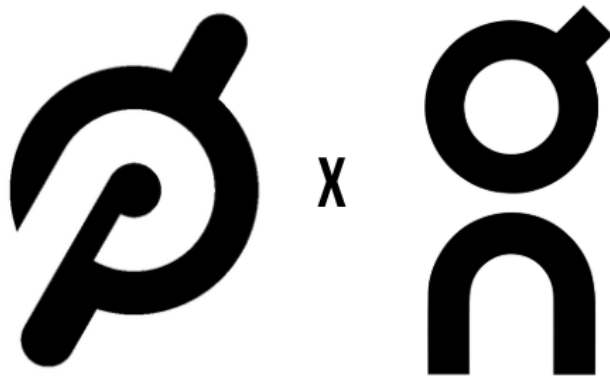


PELOTON

BEYOND THE BASEMENT



Designed and Created by Ellie Corthinos
and Elijah Bosslet

Executive Summary

The Peloton x On collaboration introduces a duathlon event designed to reposition Peloton as a social, lifestyle-driven brand rather than an exclusively at-home workout brand. We aim to bring Peloton out of the “basement” that the brand has been in post covid. By combining Peloton’s digital, connected fitness ecosystem with On’s trendy, community-based road running culture, the campaign brings together the indoor and outdoor fitness communities around one engaging event. The duathlon will serve as both a physical event and a cultural moment, emphasizing energy, community connection, and accessibility for a new generation of fitness consumers.

The primary goal of this campaign is to build awareness for the collaboration and clearly communicate duathlon participation details while driving sign-ups for the event. To achieve this, the campaign will leverage strategic media placements. This includes a press release distributed across social and news platforms within three months after the collaboration launches. These efforts will introduce the Peloton x On partnership to our publics and formally announce the duathlon, ensuring strong initial visibility and credibility.

In addition to awareness, the campaign focuses on engagement and conversion through lifestyle-focused storytelling. Social media training guidance, influencer partnerships, and blog content will highlight the community aspect of the duathlon, positioning it as more than a race: a fitness experience our target demographic wants to be part of. A structured training calendar (endorsed and promoted by select influencers) shared across social platforms will further support this effort by guiding participants and maintaining consistent engagement leading up to the event.

The campaign aims to generate at least 200 social media-driven in-person sign-ups within the six months leading up to the event. By blending strategic communication with culturally relevant content and marketing, Peloton x On will successfully drive participation while repositioning Peloton as the intersection of fitness, lifestyle, and community.

Background

Peloton

Peloton was founded in 2012 to bring boutique fitness experiences into the home through connected technology. The brand quickly grew by combining high-quality equipment with live and on-demand classes led by engaging instructors, creating a strong sense of community among users. Over time, Peloton expanded beyond cycling into running, strength, and overall wellness, positioning itself not just as a workout platform but as a lifestyle brand centered on connection and motivation. Our campaign seeks to strengthen this “lifestyle” aspect of the brand, which we will outline further in our report.

Peloton — led by CEO Peter Stern — has emphasized innovation, ease of access, and content-driven fitness experiences. This is evident in Peloton’s emphasis on the at-home aspect of the brand, which they pair with live guided workouts.

On

On Cloud (now known as On) was founded in 2010 in Switzerland and built its identity around performance innovation and sleek, minimalist design. Known for its CloudTec cushioning technology, On has rapidly grown into a global athletic brand that blends performance with everyday lifestyle appeal. The company has also leaned into storytelling and premium branding paired with design to connect with a younger, style-conscious audience. They further strengthen their trendy appeal through sponsoring athletes and community events, making On the perfect collaboration for Peloton to delve into the event space.

Peloton Mission, Values

Peloton's mission statement can be found on their website, and is defined as: "[to] bring integrated fitness and wellness experiences to members anytime, anywhere ("Company," *Peloton*)."

The Peloton x On collaboration and duathlon align with Peloton's mission statement, as they offer members another way to access and engage with Peloton as a fitness and wellness experience. Repositioning as more of a lifestyle brand than a hardware brand aligns with Peloton's mission directly, as living a "Peloton lifestyle" would mean that Peloton is continually bringing a healthy lifestyle to members, even when they're not on the bike.

Research and Analysis

Communication Audit/Organization Evaluation

Peloton's brand perception is currently caught in an "identity crisis" between its legacy as a premium lockdown essential and its struggle to remain relevant in a hybrid world. While the organization maintains high marks for visual identity and product quality, its reputation has shifted from an innovative tech disruptor to a struggling high-end brand.

The audit reveals that Peloton's controlled communications (Instagram/Official Ads) project an image of inclusivity and professional expertise through its celebrity status instructors. However, uncontrolled communications (Reddit/Financial News) tell a more critical story of price gouging, subscription fatigue, and a fading post-COVID narrative. Evaluation shows that while brand awareness is nearly universal, the sentiment has soured among younger demographics who now view the stationary bike as an isolating, high-cost barrier rather than a community tool. To repair its reputation, the organization must bridge this gap by moving away from its sterile corporate voice and embracing the raw, community-driven authenticity that Gen-Z and Millennials currently find in local fitness culture.

SWOT

Strengths

Peloton offers unique, user-centric technology that has revolutionized the way that consumers think about at-home fitness. Users value the immersive, on-demand aspect of Peloton devices, as well as the extensive library of guided workout options that Peloton offers. The workouts include all skill levels, making it accessible and valuable to anyone trying to get a workout in. Peloton also has a very strong brand identity, supported by both online research and our focus group findings.

Diverse and engaging instructors make the brand approachable and credible. Instructors are hand-picked for their extensive knowledge of certain disciplines and know how to keep a workout engaging. Additionally, celebrity appearances to guide workouts excite users and keep them coming back to the bike.

Weaknesses

Since the end of the COVID pandemic, Peloton has undeniably been in an economic and reputational downturn.

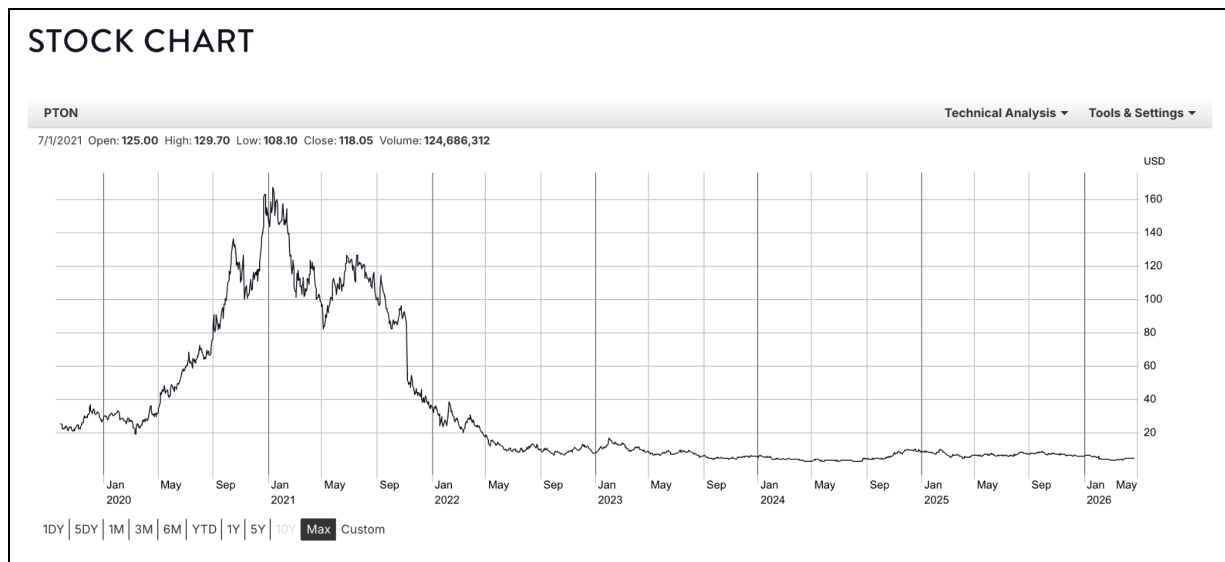


Figure 1: PTON Stock Jan 2020 - Present (“Stock Quote & Chart,” Peloton)

Looking at Figure 1, the large spike in stock price aligns with the ramp-up in lockdown protocol during the COVID pandemic. As soon as the lockdown came to an end, Peloton stock began to fall. Given this context, it is clear that Peloton, as a business, thrives in an environment where at-home workouts are the only option.

In the post covid environment, people seek live, in-person community interaction rather than virtual interaction. Peloton does its best to foster community among users, but can only do so much when its service is meant to be at-home and solitary.

Opportunities

Given the precarious financial situation that Peloton faces, the brand is ready to reposition. The post-COVID world requires the brand to adapt to current trends. With a strong brand reputation, Peloton is in a position to bring the workout culture outside the home and foster a face-to-face Peloton community. Strategic partnerships with other brands and influencers could help the brand expand into the event market, strengthening existing consumer relationships while diversifying its offering and bringing in even more consumers.

Threats

As the barrier to entry for boutique fitness studios to lead online classes lowers, the market that Peloton relies on grows increasingly competitive. Consumers are moving to in-person guided fitness events (run clubs, pilates, yoga classes) in the post covid world. Additionally, Peloton has demonstrated failure to adapt to evolving consumer preferences, resulting in its current financial situation.

Situation/Environment

For our research, we conducted both a content and discourse analysis (C&D analysis) and a focus group. While our primary focus was to investigate Peloton as a brand, we also looked at On in our focus group.

C&D Analysis

For our C&D analysis, we analyzed 20 posts. Half were from Reddit, the other half from Instagram. We chose Reddit for its reputation as a more “honest” platform. Typically, posts on Reddit are more direct in addressing issues they have with brands they mention due to the anonymity and community moderation aspects that facilitate raw user input over carefully thought-out brand images. Our decision to choose Instagram was to balance out our analysis. While Reddit is raw and unfiltered, Instagram is at the other end of the spectrum. Our findings reflect this reality.

Our regulations for choosing posts were as follows:

- 10 from Reddit, 10 from Instagram
- Must be within the last 3 years (at least one post from each year: 2024, 2025, 2026)
- Chosen at random, no “scoping out” beforehand

Notably, as discussed in our SWOT analysis above, these posts come post covid, meaning that they are more likely to be negative. This is okay — we wanted to get a clear picture of where brand reputation lies in the present.

Instagram findings:

- Generally positive connotation
- Mostly “lifestyle” influencer content
- Sterile-looking posts
- Little variation among years (2024, 2025, 2026)
- Millennial commenters (positive, “loved this session!”)
- “Get ‘em banned” meme

In summary, Peloton content appears to be attractive to a millennial audience. This makes sense, as the upfront cost of getting into Peloton training requires investing in a Peloton bike (\$1500+). Generally positive comments/interaction with content, though the posts themselves come off as sterile, corporate content. The only exception to this observation is in the “Get ‘em banned” meme, a clip of Peloton instructor Kendall Toole that went viral for her hilarious interaction with a user who had an inappropriate username. This meme attracted a more Gen-Z audience, once again proving to be an exception to our initial findings.

Reddit findings:

- Frustration with pricing/subscription model
- (Seemingly) small cohort of loyal riders who stick up for the brand
- Talk of Peloton going out of business/being bought out
- “I wish Peloton was how it used to be”
- Very little variation among years (2024, 2025, 2026)

As expected, Reddit content was much more critical. Lots of talk about outrageous monthly pricing/entry-level costs, and frustration about not being able to ride for free. That being said, in 7/10 threads analyzed, some commenters stuck up for the brand and made counterpoints about pricing. There was a lot of talk about whether it’s still “safe” to buy a bike (going back as early as 2024), given Peloton's perilous financial situation. Riders also reminisced about how good the older rides were, and pleaded with Peloton to keep a library of older rides for users to access.

Focus Group

For our focus group, we interviewed our Gen-Z classmates to get a feel for how the younger generation views Peloton as a brand. We went in with prepared questions (answers summarized below):

1. Do you prefer working out inside or outside?

- a. Outside
 - b. Prefers indoors but appreciates a good walk (steps for the day isn't associated with a workout)
 - c. Inside - gets a better workout
 - d. Outside
2. What do you look for when purchasing workout equipment?
 - a. Durability because it's expensive.
 - b. Fashion - prioritize looks vs durability
3. What are your overall impressions of Peloton?
 - a. Have bike but never use it
 - b. "Get 'em banned" girl's quote went viral on T*T, which brought more attention.
 - c. Thinks of the boss girl who taught the classes (Get 'em banned)
 - d. Has one, and the family loves it... "Everything is Peloton-branded/water bottles/sweat classes... family loves it, and merch branding could be very successful"
 - e. Hasn't interacted with it but saw memes online...
 - f. Seems very polarizing
 - g. People learned you could participate in an online class...
 - h. used one at the gym, but specific to a lifestyle (high intensity), Peloton is intimidating.
4. What do you think about guided workouts?
 - a. Helpful - using an app at a gym
 - b. Appreciates a good yoga class -good guidance
 - c. Keeps people accountable if someone is guiding it feeling more motivated to finish it
5. How interested are you in subscribing to Peloton for at-home workouts?

- a. If they had a bike taking up space and had invested in it at one point, then they would get a subscription
 - b. Annoyed that they have to pay for a subscription along with the base pay for the bike
 - c. As long as she had the space and invested it would be worth it, and loves the accessibility of it being at home
 - d. Payment motivates users to use the bike
 - e. Older demographics would be more inclined to buy a Peloton and use it consistently
6. Do you share workouts on social media?
 - a. Occasionally, a strava, but more of a summer thing.
7. Do you follow fitness influencers?
 - a. Cody from Peloton
 - b. Follows more lifestyle creators (pilates girls), doesn't take a class with them, but enjoys DIML and gets inspired
 - c. Fitness influencers usually want to sell u something, and that's a turn off, and it can be overwhelming
8. Where do you see pelotons?
 - a. Gym, in my parents' basement
 - b. Aunt has one
 - c. Random family members
 - d. Gym
9. What do you think of On?
 - a. Trendy, look cool, and look comfy
 - b. Can't picture any other shoe, think of one model
 - c. Has 2 pairs of OC and didn't last as long as she hoped, but bought another one

- d. Cute shoe - not peak fashion, but for comfort, they are cute, just wish they lasted longer for the price
- e. Cool brand

In summary, Peloton has extensive brand awareness, in part thanks to the “Get ‘em banned” meme (a focus group was conducted about a month after the meme blew up). None of our participants actively used a Peloton regularly, but most knew someone who did. Typically, these people were older family members/relatives. They enjoy guided workouts/classes, but in their current financial situation, they cannot justify buying a Peloton. Looking at On, consensus was that they make trendy, attractive sportswear. Also, great brand awareness.

Relevant Publics

Our primary target audience consists of Late Gen-Z and Young Millennial athletes (ages 22–35) who view fitness as a key aspect of their social experience rather than a solitary task. This demographic is currently experiencing the post covid pivot toward in-person community events, such as run clubs and boutique pop-up classes, as a remedy for the digital fatigue associated with at-home workouts. While they are highly aware of Peloton through viral culture and family associations, they view the brand’s hardware as a relic of the lockdown era. By partnering with On, our campaign targets this group’s preference for aesthetic fitness experiences that offer face-to-face community.

Key Competitors

Trendy brands such as Bandit Running already offer in-person races/events. Our campaign is different in that it emphasizes the “hybrid athlete” trend, instead of only running. The partnership with On is also unique and will bring in a wider range of publics. Additionally, while Bandit is trendy,

they are much more niche. Peloton x On will target the same publics, but have a wider reach due to brand recognition and influencer partnerships.

Local races/events offer a cheap, community-based space similar to the one that our campaign aims to build. Our campaign is different due to its targeting of trendy, young fitness people.

Summary of Key Research Findings

Our research reveals a significant disconnect between Peloton's high brand awareness and its perceived relevance in a post-pandemic market. While Instagram data shows the brand maintains a polished, "lifestyle" appeal among Millennials, Reddit discourse and focus group feedback highlight a growing frustration with high hardware costs and subscription models. Gen-Z, in particular, views Peloton through the lens of viral memes and older family members rather than as a primary fitness tool, yet they express a strong desire for the guided, high-energy coaching Peloton provides. The most critical finding is the shift toward "social fitness"; users are moving away from at-home isolation in favor of in-person community events like run clubs. This identifies a clear opportunity for Peloton to transition from a hardware-reliant company to an experiential brand by partnering with trendy, community-focused names like On to meet consumers where they are: outside and together.

Goals, Strategies/Objectives, and Tactics

Goal 1

The primary goal of this campaign is to reposition Peloton as a trendy lifestyle brand through the announcement of the Peloton x On partnership, a social, lifestyle-driven fitness experience.

- Objective 1: Introduce Peloton x On through 3 media spots (social/news) within 3 months of announcement
 - Tactic: Press release April 01, 2026 (Figure 2)
- Objective 2: Promote partnership through influencer partnerships through advertisement
 - Tactic: 3 NYC billboards April 01, 2026 - October 14, 2026
 - Aesthetic, modern photoshoot using chosen influencers (Casey Neistat, Noel Mulkey, Gustav Iden, Ben Shelton, and other On athletes) displayed on billboards around NYC
 - Tactic: Posts on Peloton and on social media accounts, April 01 - October 01, 2026
 - Posts including the same photos from the photoshoot promoting the partnership

Goal 1: Thought Process/Relation to Research

As discussed in our research section, Peloton is far from its peak both economically and reputationally since the lockdown era. That being said, the brand can use this to its advantage by leveraging the need for change and embracing the in-person, community-driven fitness trend that is happening right now.

Goal 1 emphasizes this opportunity for growth. Partnering with On was a calculated decision. On is a brand both widely accepted as “trendy” and has experience in hosting events

(“Events,” *On Running*). Through this partnership, Peloton can begin the process of repositioning through diversification.

Our first press release tactic announces to the public that the partnership is official and kicks off the campaign.

The same day that the press release goes live, promotion for the partnership will begin. 3 NYC billboards (in the same city as Peloton headquarters/eventual duathlon venue discussed below) will guide the public to Peloton’s channels of communication, promoting the partnership. The billboards will include our influencers chosen for the reasons listed below:

Casey Neistat

- World-renowned filmmaker and YouTuber who redefined digital storytelling.
- A sub-3:00 marathoner who embodies the NYC running community.
- Bridges the gap between a creative lifestyle and high-endurance fitness.
- Could create aesthetic YouTube/short-form content

Ben Shelton - On sponsored athlete

- Tennis star known for his high-energy play.
- Representing the youthful, elite, competitive spirit of the movement.
- The intersection of professional sport and modern athletic style.
- TikTok notoriety

Gustav Iden - On sponsored athlete

- Ironman World Championship course record holder.

- Known for a data-driven approach to coaching
- Represents the absolute peak of road running and triathlon performance.
- Exceptional endorsement for training plan (discussed below)
- Brings in “elite” level athletes

Noel Mulkey

- Heroin addict → 10+ Ironman completions (can endorse training plan)
- TikTok notoriety
- Represents someone who was once a beginner
- Brings in all skill levels

These influencers will also be included in social media posts for both On and Peloton, promoting the partnership throughout the campaign. Our focus group made it clear that Gen-Z reacts well to influencer endorsement, supporting our inclusion of a range of fitness influencers.

Goal 2

Bring the Peloton x On duathlon to life through social content, influencer partnerships, and immersive event visuals that highlight the energy, community, and lifestyle appeal of the experience.

- Objective 2: Announce the duathlon event with On through 3 media spots within 3 months
 - Tactic: Press release July 01, 2026(Figure 3)
- Objective 3: Gain 500 social-media-driven signups for the Duathlon over the 3 months leading up to the event.
 - Tactic: Social media posting of training calendar released weekly, July 01-October 01, 2026 (Figure 4)

- Tactic: Blog post - “Exercise Saved my Life”: Noel Mulkey on Training for the Peloton x On Duathlon August 01, 2026 (Figure 5)

Goal 2: Thought Process/Relation to Research

Our second goal is to promote the second phase of the campaign: the Peloton x On duathlon event. This event is the next step in transitioning Peloton from a solitary, at-home experience to a community-centered, face-to-face lifestyle brand. An in-person event legitimizes Peloton’s repositioning while fostering a community of potential new Peloton users from the adjacent market that On occupies.

Relating to our research, this goal further takes advantage of the opportunity that Peloton has to diversify through taking advantage of the run club, hybrid training, and fitness-as-a-lifestyle movement happening in the fitness industry.

Our second press release, embargoed until 3 months after the first release, announces the event. At the same time, we begin to release our training calendar, a Peloton app exclusive feature for all participants who sign up for the in-person event. The calendar will outline specific workouts for participants, dependent on skill level, and include exclusive guided workouts from our influencers listed above. We chose to do a calendar as it aligns with our research, suggesting that consumers react positively to guided workouts and celebrity/influencer endorsement. It will begin to be released 3 months before the event, and be promoted in posts such as Figure 4 weekly, leading up to the event.

Additionally, Noel Mulkey will release his blog post, both telling his inspiring story of the benefits that an event such as the Peloton x On duathlon can have on a person’s life, and promoting the training calendar. This will be released a month after the training calendar is rolled out, to give consumers an idea of the calendar before the blog goes live.

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PELTON AND ON ANNOUNCE STRATEGIC FITNESS PARTNERSHIP

Collaboration aims to redefine the modern fitness experience through innovation and community

New York City, United States, July 01, 2026 (NASDAQ: PTON) Peloton and On have announced a new strategic partnership designed to reshape how consumers engage with fitness across both digital and physical environments.

This collaboration brings together Peloton's industry-leading connected fitness platform with On's performance-driven approach to athletic footwear and apparel. Together, the brands aim to create a more integrated fitness experience that supports individuals at every stage of their wellness journey. By combining Peloton's immersive, instructor-led content with On's expertise in movement and innovation, the partnership seeks to bridge the gap between at-home workouts and real-world performance. The initiative will focus on expanding accessibility, enhancing training experiences, and building a stronger sense of community among users.

"This partnership represents a natural alignment between two brands committed to pushing the boundaries of fitness," said a representative from Peloton. "By working with On, we are creating new opportunities for people to move, train, and connect in ways that feel both seamless and inspiring."

About Peloton

Peloton provides Members with world-class equipment, groundbreaking software, expert instruction, and a highly engaged fitness community. Founded in 2012 and headquartered in New York City, Peloton serves millions of Members across the United States and internationally.

About On

On is a global performance sportswear brand founded in Switzerland, known for its innovation in running technology and commitment to redefining the sensation of movement. The company designs premium footwear, apparel, and accessories for athletes worldwide.

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Figure 2: Peloton x On Press Release

Peloton

Embargoed until: July 01, 2026

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PELOTON AND ON ANNOUNCE PARTNERSHIP DUATHLON EVENT

New York City, United States, July 01, 2026 (NASDAQ: PTON) - On October 1st, 2026, Peloton and On are set to host a duathlon-style endurance event in New York City.

As part of the recent collaboration between Peloton and On, the partnership has introduced its most ambitious project yet – a duathlon event through the streets of New York City. Combining Peloton’s indoor cycling-focused brand with On’s road-running ethos, the event aims to bridge the gap between indoor and outdoor athletes.

The event will follow the standard duathlon distance: start with a 10km (6.2 mile) run, complete a 40km (24.8 mile) bike, and finish with a 5km (3.1 mile) run.

Along with the event, anyone who signs up will be able to access a free 3-month training plan through the Peloton app. The plan will be released week-to-week and include free cycling, running, and recovery workouts hosted by surprise fitness influencers. The plan is designed for athletes of all skill levels — from complete beginners to elite division.

For more information on the event, the training plan, and how to sign up, information is available on the Peloton website.

About Peloton

Peloton provides Members with world-class equipment, ground-breaking software, expert human instruction, and the world’s most supportive fitness community. Founded in 2012 and headquartered in New York City, Peloton has millions of Members across the US, UK, Canada, Germany, Australia, and Austria. For more information, visit www.onepeloton.com.

About On

On is a global performance sportswear brand founded in Switzerland, known for its innovation in running technology and commitment to redefining the sensation of movement. The company designs premium footwear, apparel, and accessories for athletes worldwide.

###

Figure 3: Peloton x On Duathlon Press Release

06.01 - 06.07



UPCOMING WORKOUTS

AVAILABLE IN THE PELETON APP

MON	Yoga - 15min "Yoga for Runners" with Ben Shelton
TUE	Cycling - 45min ride with Gustav Iden
WED	Running - 40min tempo run
THU	Strength - 30min "Strength for Runners"
FRI	Cycling - 30min low impact ride
SAT	BRICK - 30min ride -> 20min run
SUN	Running - 60min long run with George Beamish

LINK TO REGISTER IN CAPTION



Figure 4: Peloton x On Duathlon Social Media Training Calendar

“Exercise Saved my Life”: Noel Mulkey on Training for the Peloton x On Duathlon



Exercise has transformed my life. It has swept me from the depths of heroin addiction to the peak of athletic performance.

If you had told me years ago, when I was at my absolute lowest point battling addiction, that I'd eventually be training for a duathlon, I would have laughed. Back then, I wasn't looking for a finish line; I was just looking for a reason to get through the next hour. Fitness didn't just change my physical health. It literally saved my life by giving me a framework for discipline and a community that refused to let me quit.

That's exactly why this Peloton x On partnership feels so personal to me. For the past month, you've been working through the training calendar. You've put in the hours on the bike and logged the miles on the pavement. But the "why" behind those miles is far more important than the data on your watch. We aren't just training for a race; we are training to prove that the walls of our homes don't have to be the boundaries of our lives.

For too long, at-home fitness felt solitary. This event is about taking that digital energy and bringing it into the real world. When you're at mile four of the run, and your legs feel heavy, it's the person next to you who will keep you going until the end of the workout.

This duathlon is whatever you need it to be: whether the culmination of everything you've been building, or the start of something great, the goal is the same: to show up. Use these final weeks of the training calendar to sharpen your focus. Don't just do it for the PR; do it for the person you were before you started, and for the community you'll meet when you cross that line.

I'll see you at the start line. Not as a leaderboard username, but as a teammate. Let's show them what this community can do when we take it outside.

Figure 5: “Exercise Saved my Life”: Noel Mulkey on Training for the Peloton x On Duathlon

Legal & Ethical Considerations

Legal

Given the inherent risk of training for/participating in an intense endurance event, sign-ups will include a waiver/acknowledgement of risk.

In order to hold the event in the streets of New York City, the event will require street closure. Permits for the event will be acquired through the City of New York.

During the event, medical staff will be on site to handle medical emergencies. Water and energy fueling stations will be placed strategically throughout the course to minimize nutrition-related emergencies.

Music/Photo/Videos will be licensed to avoid copyright conflict, and influencer content will abide by FTC regulations.

Ethical

Messaging will be honest and avoid unrealistic fitness claims.

Messaging will also encourage the importance of rest/balancing training with everyday life in order to avoid overtraining or injury.

Modifications will be in place to accommodate people with disabilities should they choose to participate.

The campaign will highlight inclusivity across different fitness levels, body types, and backgrounds.

Given the lack of diversity in our chosen influencers (largely white males), photoshoot/promotional content will include people of all body types/races to encourage inclusivity and diversity in signups.

Anticipated Evaluation Measures

During

In order to evaluate the campaign while it is happening, tracking social media metrics and event sign-ups will be the most important metrics. For our press releases, we decided to aim for 3 media placements within 3 months of release. We view this as an attainable goal/timeline, while also being effective in pushing the public toward signups.

For social media engagement, aiming for 900k impressions/post on Instagram (or primary social media outlet) would make the campaign successful. This is roughly half of Peloton's current Instagram follower count.

We aim to generate a minimum of 300 in-person signups through social media referrals. This seems both an attainable and successful goal to kickstart signups.

After

Given the overarching goal of repositioning Peloton as a holistic "lifestyle" community fitness brand, conducting focus groups and C&D Analysis research post campaign will likely be the best evaluation measure for determining campaign success. If brand identity has changed toward a more community, lifestyle-based brand, then the campaign can be seen as successful. Looking at sales numbers/stock price may also be a good metric to gauge if public opinion is shifting on the brand.

Conclusion

The Peloton x On Beyond the Basement campaign represents a necessary and strategic evolution for Peloton in a post-COVID fitness landscape. Our research clearly showed that while Peloton maintains strong brand awareness, its relevance has declined among younger audiences who now prioritize social, in-person fitness experiences over isolated, at-home workouts. At the same time, there is still a strong appreciation for Peloton's guided workouts, instructor energy, and sense of motivation. This creates a clear opportunity: Peloton does not need to rebuild its brand from scratch; it simply needs to expand it beyond the limitations of the home.

By partnering with On, a brand already rooted in outdoor activity and lifestyle-driven fitness culture, Peloton can bridge the gap between digital and physical experiences. This collaboration allows Peloton to step into a space that consumers are actively seeking, one centered around community, movement, and shared experiences. The duathlon serves as the centerpiece of this shift, transforming Peloton from a product into a moment, and from a platform into a lifestyle. Each element of the campaign works together to support this repositioning. The press releases establish credibility and awareness, influencer partnerships bring relatability and inspiration, and the training calendar creates consistent engagement leading up to the event. Most importantly, the campaign emphasizes inclusivity and accessibility, ensuring that participants of all skill levels feel welcome. This aligns directly with both brands' values while also addressing the concerns revealed in our research, particularly around intimidation, cost barriers, and lack of connection.

The anticipated outcomes reflect both short-term and long-term success. In the short term, the campaign aims to drive awareness, engagement, and event sign-ups through strategic media and social content. In the long term, it redefines how consumers perceive Peloton, shifting it from a high-cost, at-home fitness brand to a dynamic, community-driven lifestyle brand. This repositioning not only strengthens Peloton's competitive standing but also opens the door for future experiential

events, partnerships, and innovations.

Ultimately, this campaign is about more than a single event. It's about changing the narrative around Peloton and meeting consumers where they are today. Fitness is no longer just about convenience or efficiency; it is about connection, identity, and experience. By taking Peloton out of the basement and into the real world, this campaign creates a foundation for sustainable growth, deeper consumer relationships, and a brand identity that evolves alongside its audience.

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