

PELOTON 360 BRAND CAMPAIGN



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BACKGROUND

In 2023, Peloton and Lululemon partnered to merge digital fitness and premium activewear. Peloton provides exclusive workouts, while Lululemon fuels the community creating a seamless fitness experience.

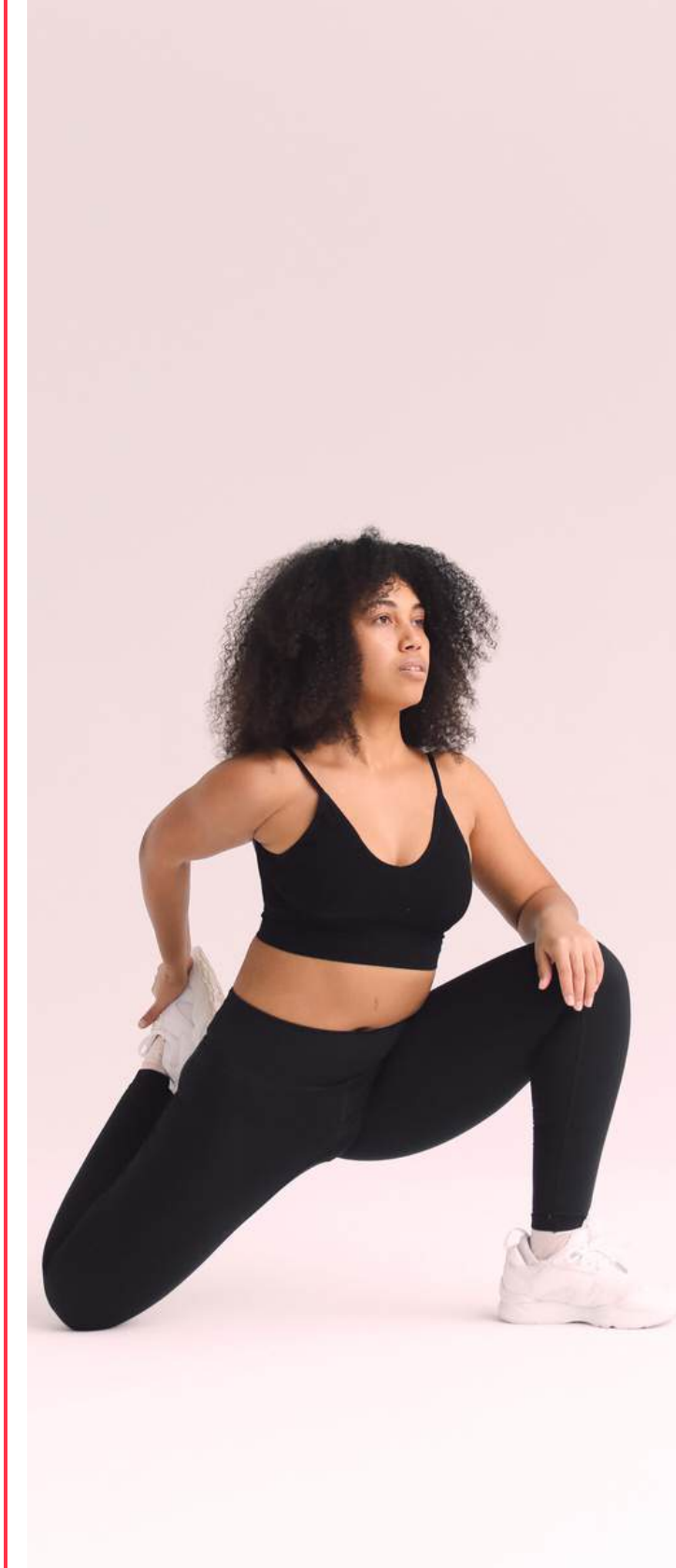
Peloton and Lululemon Collaboration

- Peloton: Leader in connected fitness with immersive workouts.
- Lululemon: Premium athletic wear brand with a strong community-driven culture.



WHY IT MATTERS

- **Lululemon's Community:** Highly engaged fitness audience ready for Peloton workouts.
- **Peloton's Digital Reach:** Established platform that gamifies fitness engagement.
- **Shared Brand Values:** Performance, community, motivation.
- **Retail & Digital Integration:** Driving cross-brand engagement & sales.



TARGET AUDIENCE & CONSUMER INSIGHT

TARGET AUDIENCE: COMMUNITY-DRIVEN FITNESS ENTHUSIASTS (AGES 25-45)

- Active individuals who enjoy group motivation, challenges, and rewards
- Primarily Peloton users & Lululemon customers who value premium fitness experiences
- Motivated by competition, accountability, and milestone-based incentives



CONSUMER INSIGHT

“People are more likely to stay consistent with fitness goals when they feel part of a community and see tangible rewards for their progress.”

- 65% of fitness app users work out more when participating in team-based challenges.
- Performance-based incentives, like discounts on Lululemon gear, boost engagement.
- The combination of social competition and rewards makes fitness feel like a game, not a chore.



STORY CONSUMER INSIGHT

MEET SARAH

a 32-year-old project manager at a tech startup.

- **Challenge:** Managing a fast-paced 9-5 job leaves little time for fitness, but Sarah knows how crucial it is for both her physical and mental health.

- **Solution:** Sarah uses Peloton for quick, efficient workouts that fit into her schedule. She loves the group challenges and the sense of community, especially when she earns rewards like Lululemon discounts.

Perks It Brings:

- **Accountability & Motivation:** The community aspect keeps Sarah engaged, and seeing progress alongside others keeps her motivated.

- **Fitness Progression:** Regular Peloton workouts improve Sarah's strength and energy, which helps her handle work pressure more effectively.

- **Emotional & Physical Health:** Fitness boosts her mood and productivity, making her feel accomplished and better equipped to deal with stress.



CAMPAIGN OBJECTIVES

DRIVE CONSISTENT ENGAGEMENT

Encourage Peloton riders to stay committed to their fitness journey by introducing a tiered reward system.

ENHANCE CUSTOMER VALUE THROUGH REWARDS

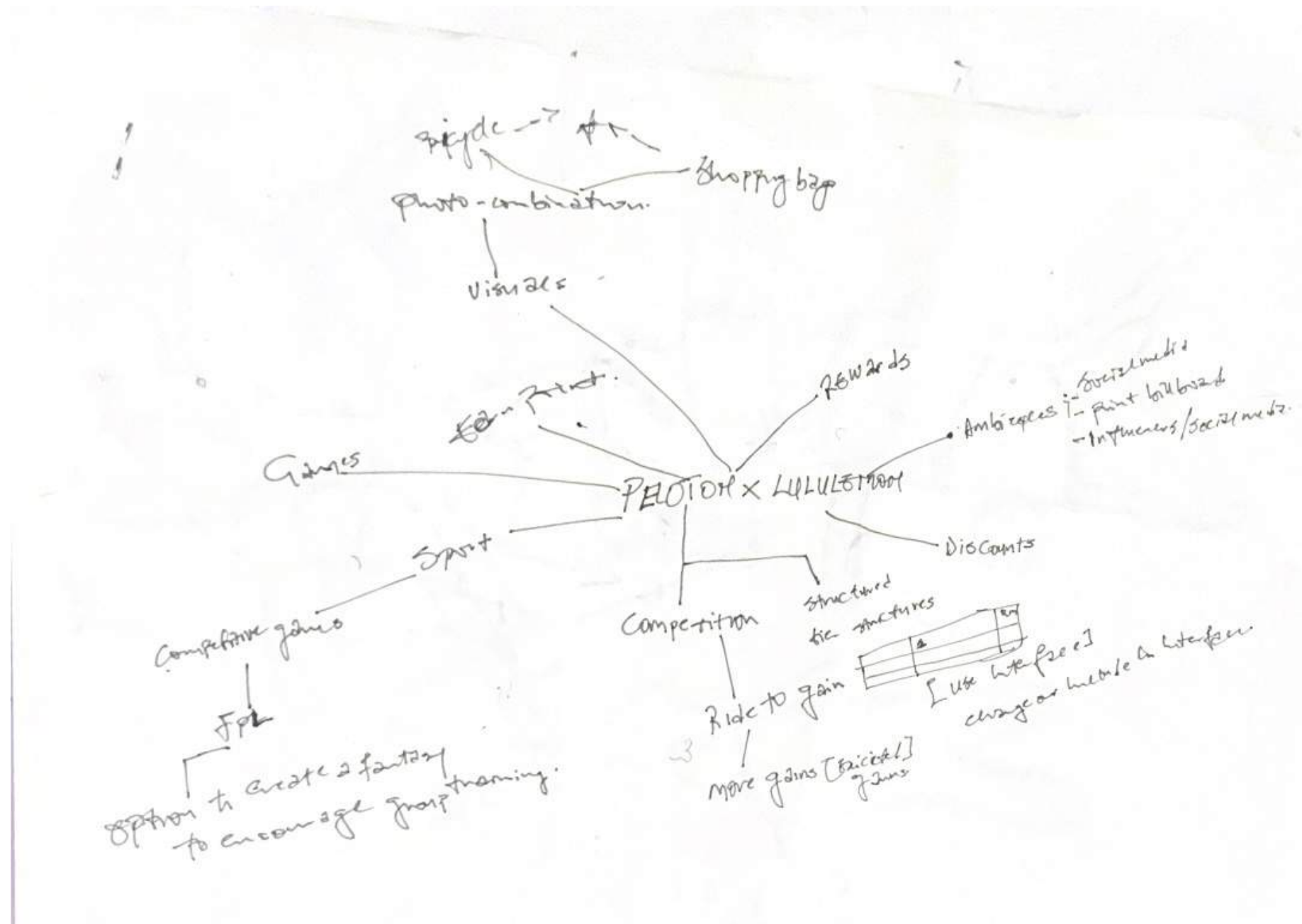
Make fitness progress feel tangible with real-world rewards, reinforcing the connection between effort and benefit.

DRIVE SALES & PRODUCT ADOPTION

Incentivize new purchases of Peloton Bikes by marketing the Lululemon discount program as an added value.



Creative Concept & Execution



- Reward-Based Motivation: Ride more, earn more.
- Lululemon Shopping Bag as a Symbol: Visually represents earned rewards.
- Billboards & Social Media: Quick, high-impact ads for instant recognition.



VISUAL EXECUTION

The visual idea is to powerfully represent the "Ride More, Save More" campaign, reinforcing the idea that dedication to fitness on a Peloton bike translates into real-world rewards from Lululemon. The striking imagery and copy work together to create a sense of energy, motivation, and tangible benefits for the rider.

VISUAL DNA

- **Emphasizes the journey:** The harder you ride, the bigger the rewards.
- **Makes the rewards tangible:** The overflowing bag makes Lululemon discounts feel like a real, desirable incentive rather than an abstract idea.
- **Inspires action:** The motion, dynamic energy, and strong CTA all push the viewer toward buying a Peloton bike and participating.



CHANNELS



SOCIAL MEDIA MARKETING

OUTDOOR MARKETING

TV

EMAIL MARKETING

PUBLICATIONS



SOCIAL MEDIA

INSTAGRAM
TIKTOK
YOUTUBE
GOOGLE ADS

INSTAGRAM

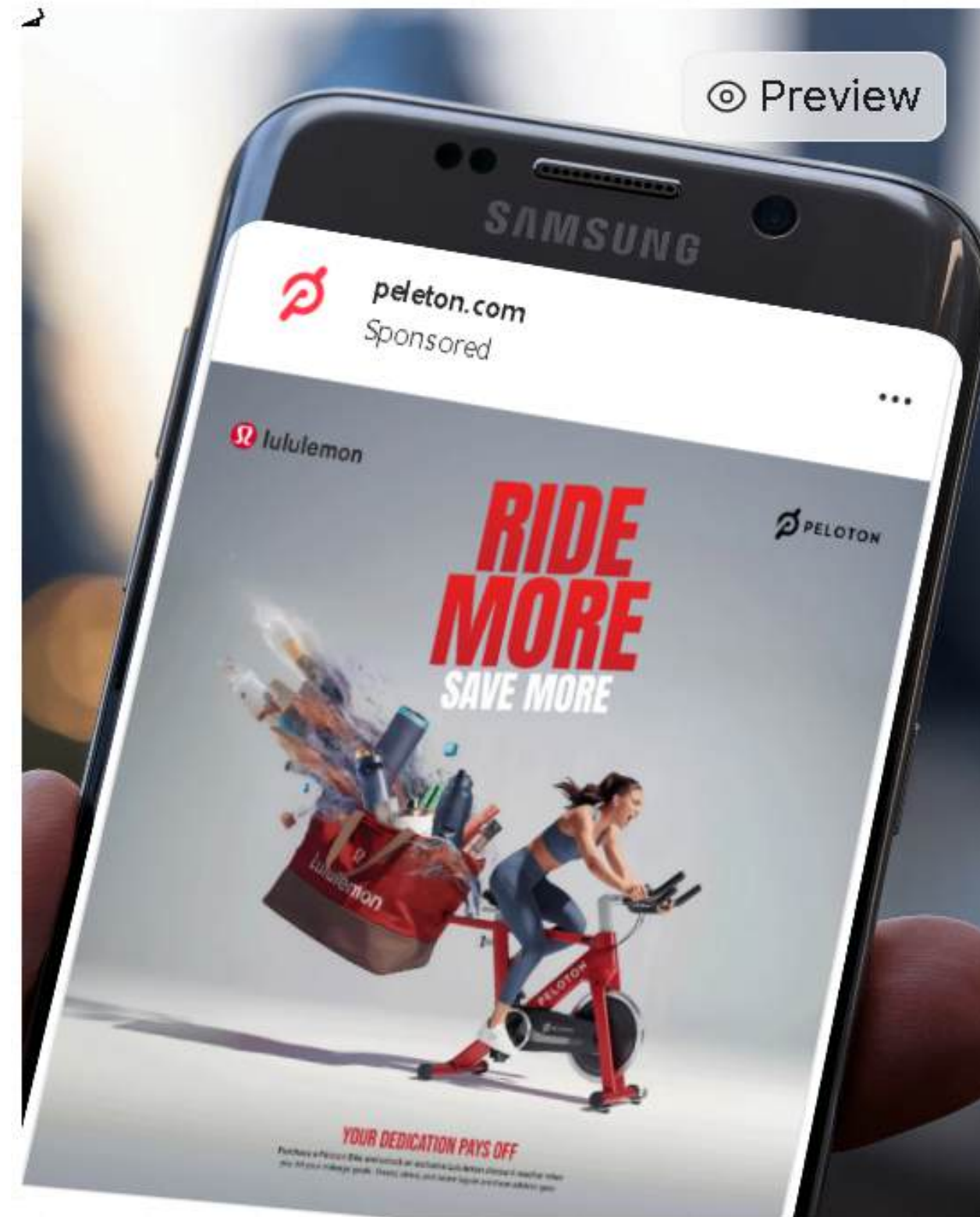
Objective: Start a Challenge , Showcase the challenge journey, motivate participants, and encourage user-generated content (UGC).

- Reels & Stories – High-energy short videos of riders hitting milestones and unlocking Lululemon rewards.
 - Carousels – Step-by-step guide on how to join the challenge and track progress.
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TIKTOK

Objective: Make the campaign go viral using challenges, trends, and fast-paced content.

- Viral Hashtag Challenge – #RideToEarnChallenge encourages users to document their journey from 0 miles to unlocking rewards.
- Duet Challenges – Participants duet with Peloton influencers showing their progress.



YOUTUBE

Objective: Provide in-depth storytelling, tutorials, and inspirational success stories.

- Challenge Launch Video – Cinematic storytelling introducing the campaign.
- Weekly Vlogs – Participants document their progress, struggles, and victories.
- Trainer-Led Workouts – Rides designed to help users hit mileage goals.
- Success Stories – Before-and-after transformation videos.
- TV ad Content

GOOGLE ADS

Objective: Increase campaign awareness & reach by placing the campaign in front of high-intent users actively searching for fitness equipment, workout programs, and sportswear.

OUTDOOR MARKETING

DIGITAL BILLBOARDS

TRANSIT ADVERTISING (BUS & TRAIN WRAPS, SUBWAY SCREENS)

GYM & FITNESS STUDIO ADS



Objective: inspire potential buyers to engage with Peloton and join the challenge.

- **High Exposure** – Billboards and transit ads reach a massive audience daily.
- **Reinforces Digital Ads** – Acts as a physical reminder, boosting Google & social media campaign effectiveness.
- **Targeted Placement** – Reaches fitness-minded commuters, gym-goers, and activewear shoppers.
- **Encourages Action** – With strong CTAs and QR codes, outdoor ads convert awareness into participation.



TV Ad Synopsis – "Ride. Earn. Elevate."

The ad opens with a close-up of a Peloton rider lacing up their shoes, adjusting their bike, and selecting a high-energy class. The screen then shows motivational words with background vocals: "Every Ride Counts."

As the rider pedals, a sleek progress tracker shows mileage milestones. As each milestone is hit, the bike dispenses discount cards through the digital device (Like an ATM): 10% off card at 50 miles, 20% card at 100, and beyond.

Cut to different riders a busy professional, a new parent, and an athlete all hitting their goals, receiving their rewards, and seamlessly upgrading their workout look with Lululemon apparel. As the 10% milestone hits, the old shoes of the rider transition into new ones, and the sweaty vest transitions into a new sparkling vest from Lululemon

The ad closes with the original rider stepping off the bike, now in fresh Lululemon gear, feeling stronger than ever.

The screen reads:

"Ride More. Earn More. Get Rewarded."

Peloton x Lululemon – Your Progress. Your Perks

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#PelotonXLululemon #RideToEarn



EMAIL MARKETING

Objective: To have a direct and personalized way to engage potential and existing Peloton customers, keeping them informed and motivated throughout the campaign. It ensures consistent communication, driving participation and conversions.

- **Increases Awareness & Sign-Ups** – Announce the campaign with eye-catching emails, explaining how users can ride and earn Lululemon rewards.
- **Encourages Engagement & Motivation** – Progress update emails keep riders inspired by showing milestones and upcoming rewards (“You’re just 10 miles away from your next Lululemon voucher!”).
- **Drives Sales & Conversions** – Target potential buyers with limited-time offers (“Buy your Peloton Bike today and start earning rewards!”).
- **Re-engages Inactive Participants** – Send reminders to users who haven't started or have slowed down, encouraging them to get back on track.

The graphic is a vertical email layout. At the top left are the Peloton and Lululemon logos. To the right, the headline reads 'The More You Ride, The More You Save!'. Below this is a large image of a woman on a Peloton bike with a shopping cart full of Lululemon gear floating behind her. A red banner at the bottom of the image says 'Ride. Earn. Elevate.'. To the right of the image is a dark grey box with white text: 'Every mile counts. Every effort pays off. Gear up, push further, and unlock your well-earned perks.' Below this box are three white circles of increasing size. Further down, text says 'Your fitness journey just got even more rewarding! With the new Peloton x Lululemon challenge, every ride brings you closer to exclusive savings on premium Lululemon gear.' This is followed by a list of rewards with checkmarks: 'Ride 50 miles – Get 10% off Lululemon', 'Ride 100 miles – Get 20% off Lululemon', and 'Keep going – Even bigger rewards await!'. At the bottom, it says 'Start riding today and track your progress in the Peloton app!' and includes the hashtags '#PelotonXLululemon' and '#RideToEarn'. The Peloton logo is in the bottom right corner.

PELOTON
lululemon

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Your fitness journey just got even more rewarding!
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- ✓ Ride 50 miles – Get 10% off Lululemon
- ✓ Ride 100 miles – Get 20% off Lululemon
- ✓ Keep going – Even bigger rewards await!

Start riding today and track your progress in the Peloton app!
#PelotonXLululemon #RideToEarn

PUBLICATIONS



Objective: Placing the Peloton x Lululemon Ride & Earn Campaign Ad in the right publications ensures that the message reaches fitness enthusiasts, lifestyle-conscious consumers, and high-income professionals who are likely to engage.

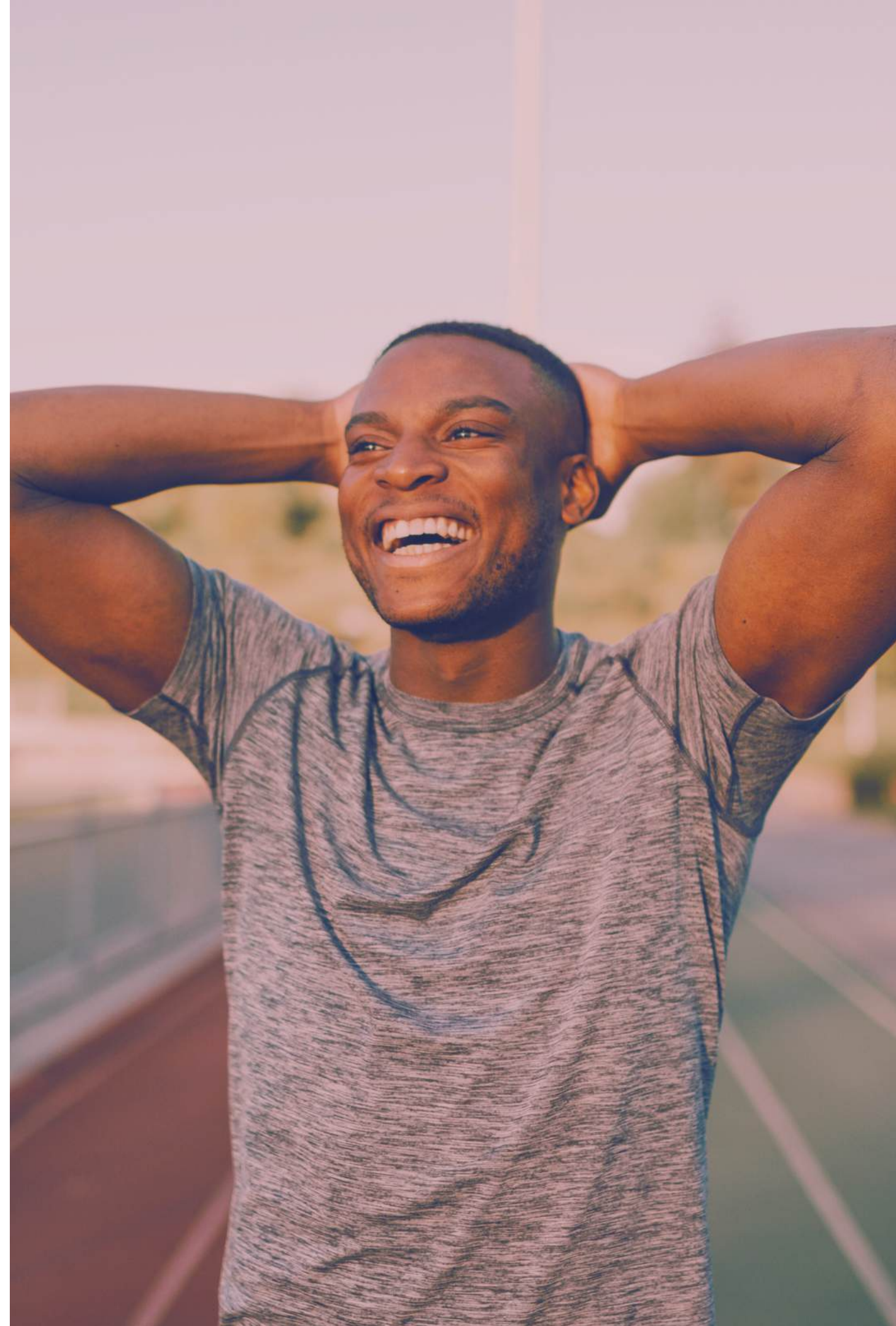
- **Reaches a Highly Targeted Audience** – Magazines like Men’s Health, Women’s Health, Shape, Runner’s World, and Forbes Health have readers who are already invested in fitness and wellness.
- **Enhances Credibility & Brand Trust** – A feature in top fitness, tech, and lifestyle publications establishes Peloton & Lululemon as leaders in innovative fitness rewards.
- **Drives Awareness & Sales** – Well-placed editorials, advertorials, and reviews introduce the campaign to new audiences, converting them into Peloton buyers.



DISCOUNT DETAILS

Tiered Discounts:

- 50 miles → 5% off
- 100 miles → 10% off
- 200 miles → 15% off + Exclusive Lululemon-Peloton apparel





**THANK
YOU**

