



Client: Peloton

Agency: BBG

Presented by Group 2 Team Members:

Abigail Beatty

Shirin Bos

Haley Grimmell

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Peloton Mini-Campaign

Situation Analysis

Peloton started gaining popularity in 2013, when the company created a kickstarter with the bikes being the featured products. From 2013, Peloton was rising in popularity with their bikes being sold in their curated Peloton stores, and by having classes with the Peloton bikes. The first store to open was the store in New York City, “When the company opened its own studio in New York City, owners of the company's \$2,000 bike would make a pilgrimage to Manhattan in order to take a live class with their favorite instructor.”

(<https://www.businessinsider.com/peloton-company-history-rise-fall-2022-2>) One factor of the peloton that was different from their competitor was that Peleton offered live classes with instructors, coordinated classes, and offered different modes that the rider was able to choose somewhere around the world. Peloton makes users create an account, which syncs up with their app and saves all of the users information to their profile. This feature was great for users who traveled for work, and users who would ride their peletons in their luxury fitness centers. With Peleton’s live classes it was easy to find a preferred instructor and allowed for the at home experience to feel more personable.

During the pandemic the live class feature was a selling point for many people because they still were able to feel that sense of community and get their workout in while at home. With the rise in popularity Peloton released a paid monthly subscription that allowed other users who wanted to have the features of peloton but did not want to buy the bike. Along with this Peloton also released a treadmill to add to their product line, which was later recalled.

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Back in March of 2020 an incident occurred with Peloton's Tread+. A child that had been possibly using the Tread+ ended up being fatally injured. This situation made headlines and Peloton was in big trouble. The actual occurrence of what happened to the child remained unclear. After the incidence "nearly two dozen other families have reported children being hurt by the Peloton Tread+ and one even died from their injuries"

(<https://abcnews.go.com/GMA/News/parents-claim-toddler-severely-injured-peloton-treadmill-call/story?id=78964303#:~:text=Nearly%20two%20dozen%20other%20families,who%20purchased%20them%20until%20November>). It was present after this and the other families

speaking out that Peloton wasn't as safe as they originally thought. In a statement made by Peloton after the incident, they made the announcement that they knew the Tread+ and even their bikes had some safety issues and more than just this one child had been injured. The family of the child that died decided to sue the company claiming the company "knew or should've known that the treadmill was extremely and unreasonably dangerous"

(<https://abcnews.go.com/GMA/News/parents-claim-toddler-severely-injured-peloton-treadmill-call/story?id=78964303#:~:text=Nearly%20two%20dozen%20other%20families,who%20purchased%20them%20until%20November>). It still took Peloton a long time to announce a recall

for the product, and in the meantime the popularity in the Peloton brand declined significantly and people were very angry with the company.

After the company died down in the news for sometime there was one scene during the "Sex and the City" reboot that had a death using the Peloton. The show titled "And Just Like That..." had this controversial scene consisting of "John James Preston, aka Big, the husband of beloved scribe Carrie Bradshaw, dies. He suffers a heart attack after a Peloton ride with a

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fictional instructor named Allegra”

(<https://www.nbcnews.com/pop-culture/tv/peloton-trending-thanks-death-sex-city-reboot-rcna>

[8302](#)). The instructor on the show was an actual Peloton instructor that had been given approval from the company to be on the show. But Peloton did not know the context of what was going to happen. This resulted in Peloton being back in the news and created safety concerns once again. After both of these news worthy occurrences happened the popularity of Peloton declined as the gyms reopened during the pandemic and they proceeded to cut off the production of their once insanely popular bikes and let go thousands of employees. Since the last time Peloton was in the news the popularity of using the bikes and treadmills still has been decreasing.

Goal / The Big Idea

The image of Peloton is not in a good view right now, so we want to rebrand Peloton and show the current and new members what the new Peloton is. The new image will show how Peloton will grow and wants its users to grow with them. Just like working out, it is a process and it is all about personal growth.

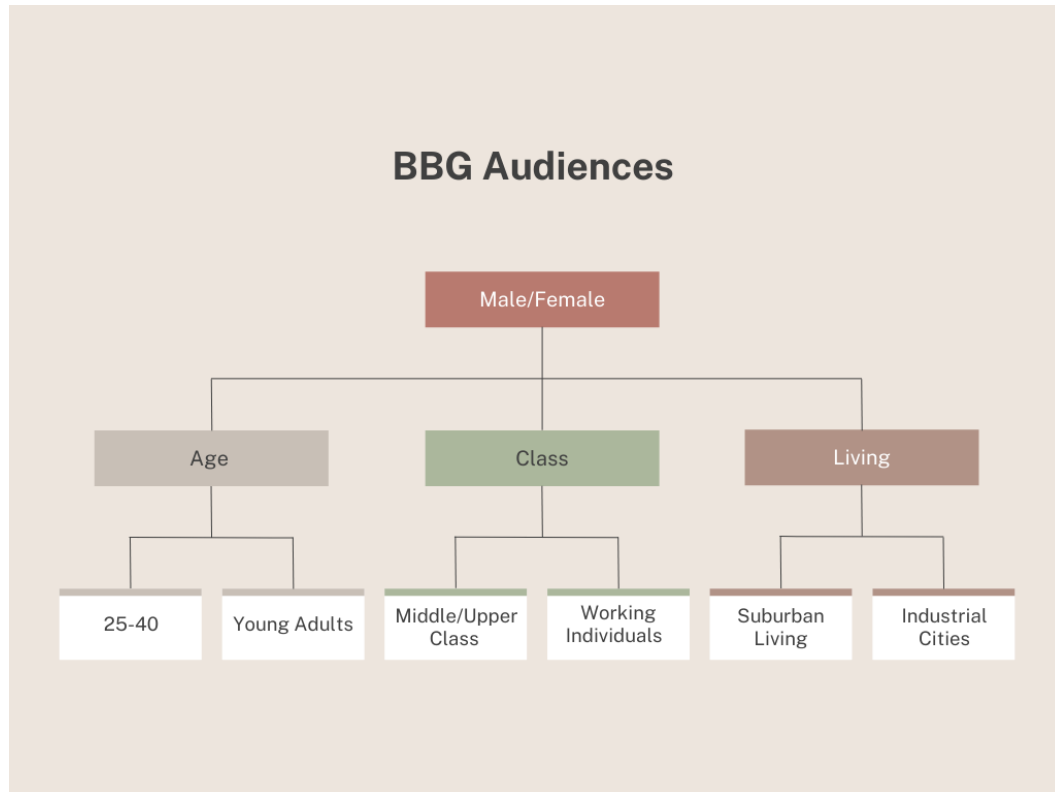
All current users will be asked to submit a horizontal video of them using Peloton with their personal growth journey at home. Both celebrities and everyday users will be asked to submit since we are all part of the same family and we want to show it does not matter which social class you belong to work on your personal goals. These videos will be at most ten seconds long.

After submitting these videos, a video will be created out of all of them, showing the new Peloton way. The motto: Let's grow together! With this video, we will reveal on a big event this new image to the press, influencers, and to future users. From that point on, Peloton enters the new era and the main focus will shift to the family aspect of the company. Also, how we all grow and need to work together to achieve our best possible growth.

Audiences

Specifically for the video contest the audience would be previously existing Peloton users. The audience after the video has been premiered would be males and females aged 25- 40, middle to upper class, working individuals. They would be located in major industrial cities, and the suburbs of those cities who need an easy at home working out solution.

This is our target audience, because the typical working 25-40 year old needs an at home exercise solution due to their busy schedules. This target audience may also include stay at home parents that aren't able to leave the home for their workouts. The goal would be to have the Peloton at home solutions with the bike, treadmill, and application. It would also fall under working individuals because Peloton syncs up and would allow someone to continue using their account from a hotel or from an office where Peloton is accessible.



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Message/Slogan/Theme

The past couple years for the peloton have been rocky. Between the unfortunate occurrences with the bikes and treadmills people just aren't as involved with Peloton anymore. In order to bring the once loyal customer base back and to create a new Peloton family we have created a new message for the company

The new message for the Peloton revamp is "We want to grow. Let's grow together!" This message is supposed to show that as a company, they are ready to change their ways from the previous few years and grow bigger and better than before. They want to show that at home workouts are even better and more convenient even though life is somewhat back to normal since the lockdown.

Peloton can't do this without their users though. So the company wants previous, current, and new users to be involved and grow with the company. Peloton wants to see their users using the bikes, treadmills and workout classes on their app and grow as a healthier individual. They also want to be able to show the public that the users are still out there and Peloton is still growing as a company. The video contest along with the event for the video unveiling, is just the beginning to see Peloton's growth and their users' growth.

Tactic #1: Shirin Bos

This tactic will explain the contest and what it will accomplish. It talks about why we decided to do this contest in the first place and what the goal is. The plan below goes through this contest step by step. This step-by-step process below is made by the PR Planning process according to the PowerPoint by Professor Winton on February 23rd, 2022

(<https://fgcu.instructure.com/courses/528228/files/folder/PowerPoints/PowerPoints%20through%20second%20test?preview=46822054>). This contest is the start of this campaign. To create a new image and to create the new Peloton, we have to see that there are already people who are using Peloton. This company wants to grow and create a sense of family and who better can show that than the people who are using it for the last couple of years.

Situational Analysis:

Peloton already has about 5.9 million current users (<https://backlinko.com/peloton-users>) as of 2021. These members spread among famous users like Usain Bolt, Pitbull, Micheal Phelps, Miley Cyrus, and many more; however, Peloton also has their beloved everyday users. So to grow and to have new members, we need to acknowledge the already existing members, who have been using Peloton and helping to grow the name already.

Goal/The Big Idea:

To get new members and also reveal the new image it is important to let current members speak up and show what it did for them. In the process of growing with one another, we ask their current members to show off their growth and show what Peloton means to them. With that, the new video will reveal the family aspect of Peloton and unveil the new image.

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Our goal of submissions is 100 people. With that intended number, each person who submitted would have a total of 1 second to 1.5 seconds screentime. After the 100 people submitted their video with all requirements satisfied, the submission will close. Since we promise that everyone who submitted before the deadline of July 18th, 2022, and submitted the video according to the requirements will be in the video.

Audiences:

We will focus on male and female users. However, current users' ages range from 25 to 45 years old which is 66% of all Peloton users.

We found this information from current statistics below (<https://backlinko.com/peloton-users>):

Age group	Share
18-24	2%
25-34	29%
35-44	37%
45-54	21%
55-64	9%
65+	2%

With that statistic, we will focus on the main percentage of the user's age. So our main focus group for this contest will specifically look for male and female current users between the ages of 25 to 44.

Message/Slogan/Theme:

The message of this contest and video is: “We want to grow. Let’s grow together!” However, with the contest we want to show what kind of growth has been made and that we continue to grow within a new image of growing together, as a company and its members.

Tactics:

Tactic #1: On the current peloton website <https://www.onepeloton.com/> we will create a sub-page called “Let’s Grow Contest” for current users to upload their videos. This sub-page will be linked in the header, on the front page, and in the current user's accounts. Nevertheless, we will post on our social media and send out emails with a QR code that directly will let people access the page. To avoid people submitting who are not currently users, they need to log in with their membership credentials.

Tactic #2: A flier will be sent out to all current user’s emails. The requirements for this contest video submissions are to film in a horizontal format, that Peloton equipment is used and a minimum of 10 seconds. The video deadline is July 18th, 2022. The flier will also be posted on Peloton's social media accounts; nevertheless, we will follow up with more posts, which are described in the next tactic.



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Tactic #2: Abigail Beatty

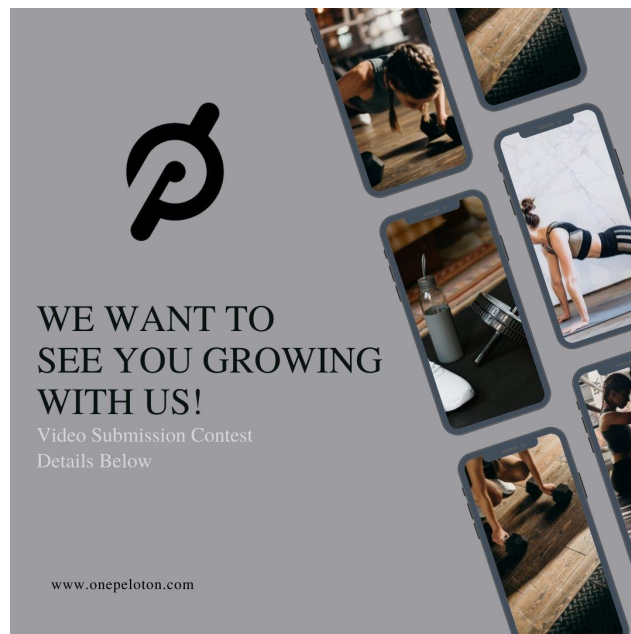
The use of social media will be very important in getting the news out about Peloton's new message of "We want to grow. Let's grow together!" and the video submission contest. In order to get the word out about the video submission contest and the event unveiling following the competition there will be a series of Instagram stories and videos posted on the @onepeloton instagram account and the @pelotonapparel instagram account. The first post will begin by introducing the new brand message which will be followed by the contest announcement and reminders as the contest continues. Some example photos of what could be posted are shared below.

This will be an example of what to expect for the very first post made on the @onepeloton Instagram account. This will be introducing the company's new message of "We are ready to grow. Let's grow together!" The caption below the photo will also further introduce the company's new message. This will also get the Peloton followers excited for a future announcement, which will be the video contest.



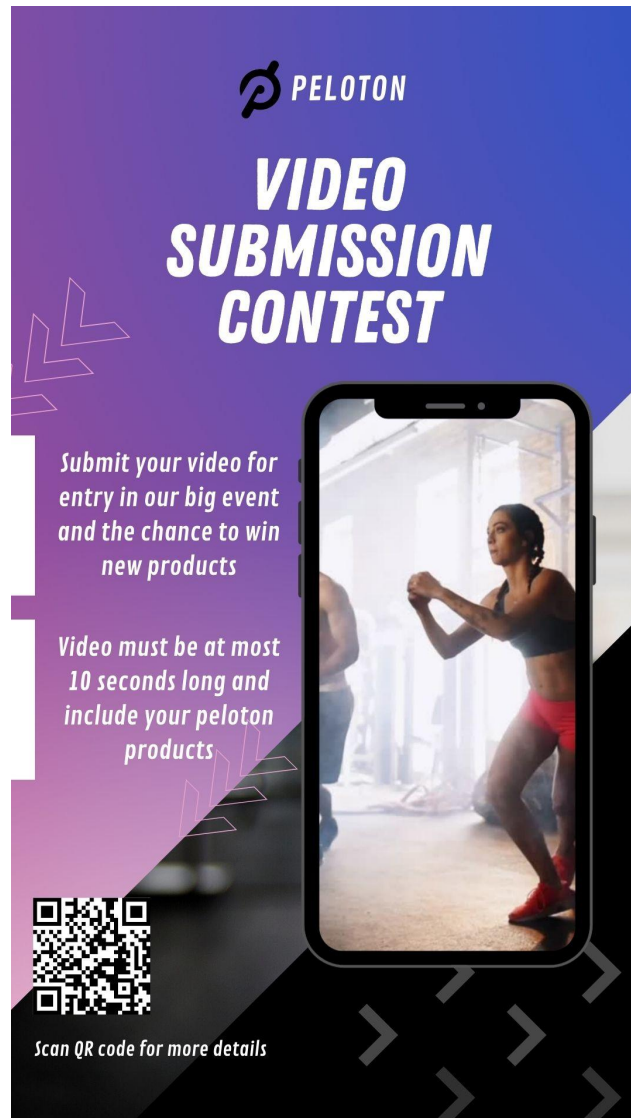
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This will be another one of the posts made to the @onepeloton instagram. This will be the first post made to introduce the important details of the video submission. There will also be an Instagram story following this post with a link and QR code to more of the submission details. The caption for this post will include some of the contest details. The videos must be at most 10 seconds long, include Peloton equipment, and they should be wearing some of their best Peloton apparel



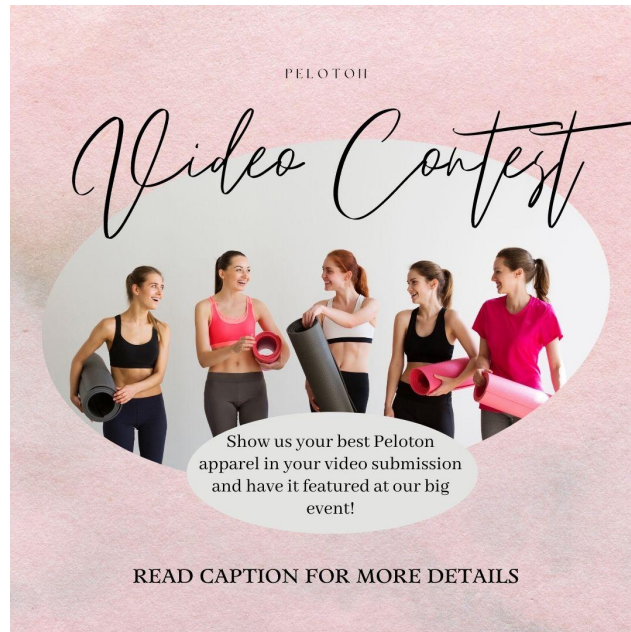
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Following the second instagram post which will begin the video submission contest will be something like this image posted to peloton's instagram story. The QR code will be leading the contestants to the submission site and the story will also include the swipe up feature to the link as well.



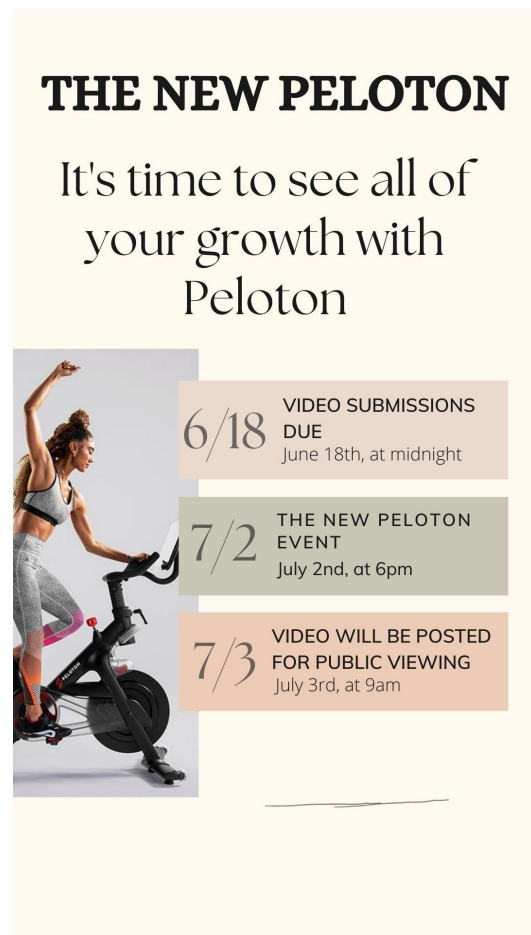
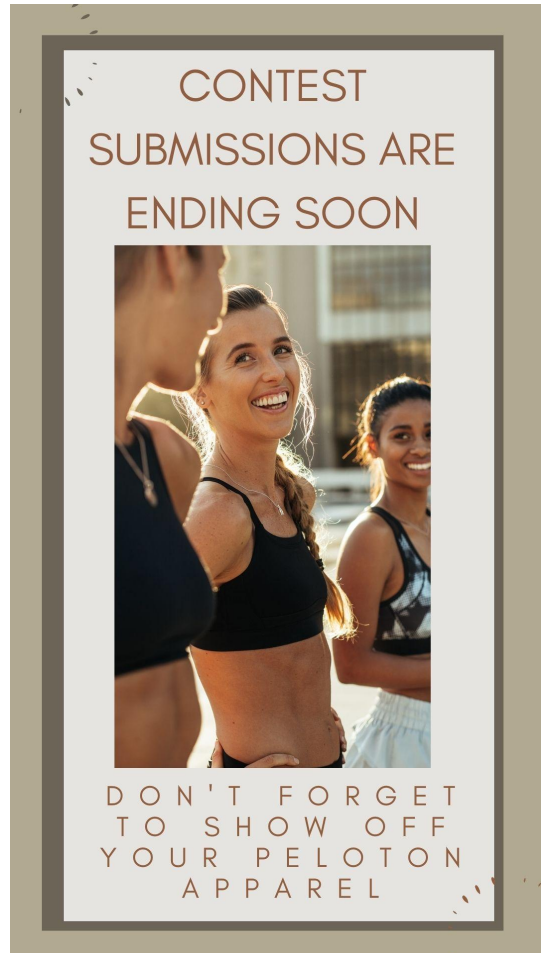
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This will be the first post on the Peloton apparel Instagram. The posts on this account will focus on making sure the Peloton users submitting the videos are wearing Peloton apparel. It is important that along with showing Peloton equipment like the bikes and treadmills, they also need to show off their best Peloton apparel



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One final example of what would be posted on the Peloton Instagram accounts are a few story posts for the video deadline and the big unveiling event announcement. This like the other story posts will include a swipe up link that brings followers to the video submission website. One will be posted to the One Peloton account and the other to the Peloton Apparel account.



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Tactic #3: Shirin Bos

After the contents and after the 100 intended submissions by current users of Peloton, how they showed their growth, and how Peloton was helping them with their personal growth, the new image of Peloton will be cut together in one video. That video is important for the event where Peloton will reveal this new image of growing together. Once this video is shown at the big event, the new era of Peloton begins, where the aspect of constant growth and family will be in focus.

This video was created by the submissions of the contest by current users of Peloton. The video will be cut together as a time-lapse with the 100 intended submissions. Each video will be seen between 1 second to 1.5 seconds. The entire video will have a minimum length of 1 minute and 30 seconds to 2 minutes and 30 seconds because this is the time frame of people's attention span, which means we will catch the new user's attention and will keep it throughout.

The video will start with “We Want To Grow” with a black background. Then the time-lapse with music will play. While the time-lapse words hover above it, which creates a sense of the new image of Peloton. Words like growth, imagine, family, strength, together, inspire, dream, vitality, etc. That writing will be big, yet with fine lines, white and slightly transparent, so they do not cover the people in the video. Then the video will end with the black screen and the quote; yet, with another line in yellow stating “Let's grow together.” This description is visualized into a storyboard, with video examples, below:

https://www.canva.com/design/DAE9IcWdYI4/ZWwWwjTLCZsSkqxnq0vmnQ/watch?utm_content=DAE9IcWdYI4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

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Tactic #4: Haley Grimmel

This tactic will explain the planning process for the Peloton revamping event. The event will be the beginning of the new era.

Situational Analysis:

Reference tactic 1 for the background information for more why the event is occurring. Events when done correctly are a great way to have positive press for a brand and would allow Peloton to have their name out there in a positive light.

Goal/The Big Idea:

The goal and big idea of the event is to promote Peloton's new slogan, "Let's grow together". The event will be used for photo opportunities and for the main part of the event, revealing the video contest results. The event will focus on the idea of "Let's grow together" featuring a curated gift bag including Peloton merchandise, and several photo opportunities throughout. The "Let's grow together" themed event will be influential on the future success of Peloton.

The event will follow this schedule:

6:00 p.m.	The red carpet starts
6:15 p.m.	Event doors open, photo opportunities and mingling begin
7:15 p.m.	Welcome speech, and introduction to how Peloton is changing begin
7:30 p.m.	Video begins playing
7:35 p.m.	Full presentation by on the exciting things coming up for Peloton
8:00 p.m.	Peloton bike giveaway winner announced

Audiences:







The audience of the event will be all of the current Peloton instructors. Khloe, and Kourtney Kardashian, along with several fitness influencers will be in attendance, with followers ranging from 100,000 - 5,000,000. Peloton users who have won the video contest will be invited as well. In total there are about 300 people expected to attend.

Message/Slogan/Theme:

The theme of the event is "Let's grow together". We will offer fitness apparel in the gift bag, and the opportunity to win a Peloton bike promoting the idea of growing together.

Tactics:

Tactic #1 shows the inspiration for things at the event.

Peloton Event		"Let's Grow Together"
 RED CARPET INSPIRATION The red carpet would look similar to this, with the background being the Peloton logo and would have let's grow together.	 PELTON BIKES There will be Peloton bikes at the event giving event-goers the opportunity to try the bikes out	 RED WRISTBAND The red wristbands for guests who have consented to be interviewed by the press. Peloton will be engraved on the gold bar.
 CURATED GIFTBOXES The wall will say Let's Grow Together, and each guest will take a bag home	 GIFTBOXES The gift boxes will look similar to this but will be black with red foil with the peloton logo	 THE PHOTO OPPORTUNITY INSPIRATION Having a red photo opportunity would highlight the companies colors, and having something unique would allow the photos to be traced to the event

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Tactic #2 will show all of the information for the screening room.

Video Information



REQUIREMENTS

- Big enough to be seen at every angle
- Shows the speaker when they are talking
- Close captioning will be at the bottom of the screen

DESCRIPTIONS

- The video will be played on the big screen
- Each person will have an assigned section depending on the photo opportunities

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Tactic #5: Abigail Beatty

Peloton will be creating PR boxes and gift bags for the guests and influencers that are invited to this event. For the winners of the video submission contest they will receive a PR box with some custom designed merch. This box will also announce to them that their video is being featured in the contest and that they are invited to the big unveiling event. There will also be PR boxes sent to specific fitness influencers and they will also be receiving the custom products and an invitation to the event. We are hoping they will share this box on their own social media so that people that aren't currently Peloton users can get involved and see what the company is doing to improve.

These images are possible designs that could be on a custom hoodie or t-shirts for the Peloton PR boxes. The front could say something like "We are ready to grow. Let's grow together!" which is the companies new message or just be a basic Peloton design with the logo. All designs will include some sort of message to represent that they were attending The New Peloton event.



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Along with T-shirts and hoodies the PR boxes could contain water bottles, towels, and even items like headbands. All the items in the boxes could be used while working out with Peloton equipment.

Tactic #6: Haley Grimmel

There will be two event invitations sent out. The first invitation will be sent to the video contest winners, influencers, Peloton employees and celebrities in their PR box. The second one will be a media advisory sent out.

MEDIA ADVISORY

4/25

Peloton Let's Grow Together Event

WHAT:

Peloton is holding a full scale event to show off the company's rebranding, which will include the video unveiling based on social media submissions. The event will have Peloton gear, photo opportunities, and offer the chance to win a Peloton.

WHO:

All of the current Peloton instructors will be in attendance. Khloe, and Kourtney Kardashian will be in attendance. Several fitness influencers will be in attendance, with followers ranging from 100,000 - 5,000,000. There are about 300 people expected to attend.

WHEN:

The event will begin at 6pm on July 2nd.

6:00 p.m.	The red carpet starts
6:15 p.m.	Event doors open, photo opportunities and mingling begin
7:15 p.m.	Welcome speech, and introduction to how peloton is changing begin
7:30 p.m.	Video begins playing
7:35 p.m.	Full presentation on the exciting things coming up for peloton
8:00 p.m.	Peloton bike giveaway winner announced
8:05 p.m.	Wrap ups, with a thank you speech

WHERE:

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The event will take place at The Ritz-Carlton Bal Harbor, Miami, which is located at 10295 Collins Ave, Bal Harbor, FL 33154.

NOTE:

The first photo, and interview opportunities will be the red carpet event. After the red carpet event there will be an hour of photo opportunities, which interviews can be conducted at this time. Khloe and Kourtney Kardashian are able to be interviewed, along with any influencer wearing a red wristband.

CONTACT:

Haley Grimmell
Public Relation Special Event Manager.
555-555-5555
bbg@agency.com

The influencer and celebrity invitation:



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BBG Bios

Shirin Bos, BBG Public Relation Creative Director



Shirin Bos is a student at Florida Gulf Coast University. While being trilingual and an international student she is doing her major in Communications with a concentration in Public Relation and a minor in Marketing. Nevertheless, she has her passion for the arts, especially the digital arts! With her Associate's Degree, which she graduated with honors, she was the leader of many art projects and helped the honors scholar program regain its prestige, as the assistant of the program and the dean of humanities.

During her first semester at Florida Gulf Coast University, she started to be part of the Principles of Public Relations class, where she created the Public Relation BBG Agency. Within this agency, she focused on two tactics. One is the creation of a contest and the second is the creation of the result of the contest which is a video. This video will be the new image of the company. Due to this, she is the BBG Public Relation Creative Director.

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Haley Grimmel, BBG Public Relation Special Event Manager



Haley Grimmel is a current student at Florida Gulf Coast University. She is majoring in communication with a concentration in Public Relation and a minor in Interdisciplinary Studies.

She has a passion for helping others, and has held the position of student assistant for the masters program of clinical mental health, and school counseling.

During her first semester at Florida Gulf Coast University, she started to be part of the Principles of Public Relations class, where she created the Public Relation BBG Agency. Within this agency, she focused on two tactics. One was the creation of the special event to unveil the video. The second tactic was sending a media advisory as well as sending the influencer and celebrity event invitations. From her experience, she has become the Public Relation Special Event Manager.

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Abigail Beatty, BBG Public Relations Social Media Director



Abigail Beatty is a current student at Florida Gulf Coast University. She is majoring in communication with a concentration in Public Relation. Ever since high school she knew her future career was going to be in Public Relation. She also knew she wanted to specifically manage companies' social media presence while pursuing the career.

When given the opportunity to create her own PR company for a class assignment, she decided to jump on the chance to become the head one in charge of creating the tactic consisting of all the companies social media posts. She was also given the responsibility of creating the PR boxes to give to influencers. Both of these tactics are in support of the company's new image.

Because of these responsibilities she was given the title Social Media Director