Peloton Creative Brief

Goal

Our goal for this ad campaign is to shift Peloton's brand image and increase purchase consideration among Gen Z and young millennials who might not consider Peloton a viable option for their current living situations. Peloton is already a household name in the home fitness market. Therefore, the issue facing the brand is that Gen Z believes that Peloton's product portfolio—treadmills, exercise bikes and rowing machines—isn't a realistic option for apartment & dorm living.

Target Audience

For this campaign, we're targeting Gen Z and young millennials who are in college or recently graduated, ages 18-29. They have recently moved out of their homes and are living on their own or with roommates in relatively high-density areas—apartments, townhomes, or a rented room in a single-family home. They are looking to get more fit, but don't have easy access to gym equipment. If they are in college, they might live away from campus; if they are recent graduates, gyms might be too far.

Current Brand Perception

According to a Statista survey, 18- 24-year-olds account for only 2% of Peloton users. 25-34-year-olds make up 29% of users. An AI overview produced by Claude noted that this lack of Gen Z and millennial representation, coupled with Peloton's price increases, is indicative of our target audience seeing Peloton as a premium brand outside of their price range. According to a PYMNTS interview of Karen Boone, the interim co-CEO in 2023, "'a lot of people who think about [Peloton] as a bike and/or cardio company.'"

Desired Brand Perception

We want to shift Gen Z's perception of Peloton from an expensive, bike-only brand to a more accessible home fitness brand that adapts to their evolving lifestyle. The issue for Peloton is that it is expensive for younger consumers and does not have a favorable brand image. This ad will help Gen Z understand that Peloton is a brand that understands the unique challenges that

face young people trying to get fit and will help them achieve their fitness goals from their own homes.

Why This Ad

This ad will continue the brand shift that Peloton has been working on, and redouble focus toward capturing Gen Z and young millennial consumers. We need this ad because young users make up a small percentage of Peloton subscribers.

Where The Ad Will Run

Because this product is being released on January 1st to target New Year's resolutions, the GTM plan should focus on the months leading up to the New Year's season. In earlier months such as October and November, the ad should run as a mix of OOH activations around college campuses and social media ads on relevant apps (Instagram and TikTok). Throughout December and New Year's, the activation should focus more on social media activations as students and other young people travel elsewhere for the holidays.

Advertising Tagline

"Small Room, Tight Budget, Unlimited Potential"

Per the creative brief, this tagline would be best suited for an out-of-home ad running near college campuses, since print ads will be less relevant for the target audience. Close to campus, it could be run on billboards at major intersections near dorm buildings. To target those living off campus, the ad could run at heavily trafficked transit centers, such as bus stops and train stations.

Strategy Note

This tagline highlights how The Small Shell addresses the key concerns of the target audience. The target audience does not have a lot of living space, and they also don't have the biggest budget. The Small Shell helps address these needs, and the tagline directly engages with the premium-only brand image Peloton wants to shift. The ad and tagline move Peloton toward its goal by highlighting Peloton as a real option for young people with tight budgets and constrained living situations. By saying "unlimited potential," the tagline also avoids setting a singular definition of fitness or progress, instead allowing viewers to imagine what progress looks like for them in the new year. Proposing a healthier perspective on fitness, similar to how

Nike did in its Find Your Greatness ad, is more emotionally resonant and relatable than a cultural/social definition.

Sources

AI Disclaimer: I used AI to help accelerate my research for the brand perception section

Anthropic. (2026). Claude (Sept. 22 version) [Large Language Model]. https://claude.ai/new

Prompt: "Phase 0 done - im getting some questions done, so let's get started with the Paid section. help me do some research on peloton's current brand perception among gen z and young millenials, particularly those living in dorms. if appropriate, do a simple sentiment analysis."

AI Disclaimer: I used AI to help brainstorm a couple new taglines based on one I made myself

Anthropic. (2026). Claude (Sept. 22 version) [Large Language Model]. https://claude.ai/new

Prompt: "i want to develop some taglines around this idea: "Don't confine your goals to your room" give me a few ideas around that theme aligned with the creative brief"

Fig. 1. "Case: Peloton has decided to launch a new compact, budget-friendly rowing machine called "The Small Shell" designed to bring connected fitness into smaller apartments and dorm rooms. The product will launch on January 1, timed to New Year's resolution season. The product is targeted toward Gen Z and young Millennial college students and recent graduates living in small spaces. help me make a mockup image of the small shell in a smaller dorm room/apartment. do not include any people, just the machine." prompt, ChatGPT, 22 Sept. version, OpenAI, 30 Oct. 2026, chat.openai.com/chat.

Fig. 2. "help me mock up a train station ad for this, using the tagline "**"Small Room, Tight Budget, Unlimited Potential". keep image size small, around 100kb**" prompt, ChatGPT, 22 Sept. version, OpenAI, 30 Oct. 2026, chat.openai.com/chat.

Fig. 3. "lets make a new non-ad image of the machine in a small apartment with it being used by a gen-z athlete. make sure that they are facing the correct direction. keep size same, ~100kb" prompt, ChatGPT, 22 Sept. version, OpenAI, 30 Oct. 2026, chat.openai.com/chat.

PYMNTS. (2024, August 30). *Peloton's rebranding falls short in changing consumer perception, says CEO*. https://www.pymnts.com/earnings/2024/ceo-peloton-struggles-to-shift-consumer-perception-despite-rebranding/