

# Fitness For Everyone: Peloton's Reimagined Approach To Wellness

When Peloton introduced its holiday commercial in 2019, it sparked widespread criticism for portraying a husband gifting his wife a stationary bike as a Christmas present. Many people found the ad sexist and dystopian and likened it to a hostage video.



Photo by Jan Gunnar Nygård on Unsplash

The primary source of discontent was the depiction of a white, upper-middle-class family in the commercial, which was seen as conveying harmful messages about gender norms and body image issues.

Although the controversy eventually subsided, it left a lasting impact on public opinion. The ad solidified Peloton's

image as a luxury bike brand exclusively catering to a specific demographic with a certain income level.

***However, Peloton is now determined to alter that perception!***

Let's discuss in detail the new marketing campaign of Peloton and how this company will meet every fitness enthusiast's needs!

## **Peloton's Revamped Identity Embraces Fitness For Everyone:**

Peloton is unveiling a new marketing campaign today, highlighting itself as a company that welcomes everyone, regardless of age, fitness level, or income. This new approach emphasises that you don't need to own an expensive Peloton bike to be a part of their community.

This brand relaunch comes shortly after Barry McCarthy became CEO over a year ago. During his tenure, he has been dedicated to reshaping Peloton from a company primarily focused on hardware to one that equally values its app and the lucrative subscription revenue it generates.

According to Peloton's chief marketing officer, Leslie Berland:

*"Historically, This company has been considered an in-home bike company for fitness enthusiasts, but over the years, it has evolved into something much bigger, much broader than that."*

## **A Spotlight On The Revolutionary Peloton's Fitness App:**

Peloton introduces an exciting new approach with their app strategy as part of the relaunch. They now offer a tiered

membership system catering to different needs and budgets. The options include an unlimited free membership, which doesn't require any credit card information, and \$12.99 and \$24 monthly plans.

The level of content access varies depending on the membership tier. However, it's important to note that legacy users may experience some changes as a grace period concludes in December. For instance, subscribers paying \$12.99 a month can enjoy a daily selection of bike classes. However, starting in December, their access will be limited to three monthly classes.

In addition to these updates, the relaunch introduces a fantastic feature called the "Gym" function. This innovative tool allows users to bring the Peloton app to the gym, enabling them to create customised workouts tailored to their preferences.

The spotlight shines on Peloton's app in an engaging 90-second marketing video shared with CNBC. The video showcases individuals of all body types, fitness levels, ages, and abilities using the app to participate in strength and yoga classes from the comfort of their homes.

Nowadays, many people have started using vaping products like the [RandM Torando 7000](#) as part of their daily routine to help them quit smoking. Vapers are actively searching for apps or fitness equipment to help them stay in good shape.

Interestingly, we can see vapers and many other people integrating these apps into their gym workouts, which goes against the belief that traditional gyms threaten Peloton's business. This portrayal emphasises how versatile and accessible Peloton's app is in different environments.

## **Role Of Peloton's App In Bold Rebranding Campaign:**

The new message from Peloton is quite different from their previous commercials and marketing materials, which mainly showcased incredibly fit athletes using their exercise equipment.

According to Tom Cortese, Peloton's co-founder and chief product officer, in an interview with CNBC, they now embrace the idea that not everyone will have premium Peloton hardware in their homes.

*"Our members have a phone, we're on their phone, they take their phone where they want to go, and if you want to put [the Peloton app] on someone else's hardware, that's fine, and if you want to bring it into someone else's gym, that's great."*

Peloton wants to emphasise that their focus on selling subscriptions doesn't mean they neglect their hardware business. They are pursuing both aspects simultaneously. The reason for highlighting the app in their new campaign is that it has received very little advertising so far, and market research indicates that only 4% of consumers are aware of its existence, according to the company.

### **Bottom Line!**

Peloton's reimagined approach to wellness signifies a shift towards inclusivity and accessibility. By acknowledging that not everyone may have access to premium exercise equipment, Peloton has embraced the idea of reaching a wider audience through its mobile app. This evolution reflects their commitment to making fitness accessible for everyone, regardless of their circumstances.

*"Our members, our instructors, our classes, our content. That is unchanged. The company has evolved into all of this," said*

*Berland. "It's time for the brand and the marketing to represent all that and its vibrancy."*