

Making a fitness brand welcoming for *every* body



Discover how The Gorgeous Agency helped Peloton further their authentic connection with people in larger bodies and facilitate meaningful dialogue within their team, making Peloton truly welcoming for any body, anywhere, anytime.

Challenges

Peloton was striving to authentically share the brand's strong internal commitment to body inclusivity. Their team wanted to have the challenging conversations required to be successful. With a quickly approaching brand repositioning planned, Peloton wanted to ensure those who feel isolated in the world of fitness were authentically included and welcomed as the brand moves forward.

Solution

Peloton engaged The Gorgeous Agency as a thought partner and to lead workshops for Peloton Instructors, and their communications and marketing teams. The goal was to engage these teams in the delicate yet essential conversations about weight stigma, diet culture, and body inclusivity. Along with providing a custom Language Guide, primer on engaging with difficult audience questions, and ongoing consulting, The Gorgeous Agency also informed the design of a Body Appreciation collection of classes. Additionally, The Gorgeous Agency supported an event at Peloton HQ that featured three Instructors and a roster of influencers who created user-generated content for the brand.

Results

- ✓ **Enhanced Reputation:** The Body Appreciation event organized by The Gorgeous Agency resulted in the creation of social proof in the form of UGC by high-profile, body-diverse influencers, further promoting Peloton's commitment to inclusivity.
- ✓ **Increased Engagement:** The workshops led by The Gorgeous Agency enabled Peloton's teams to have necessary conversations, fostering a deeper understanding of and respect for weight stigma, diet culture, and body inclusivity.
- ✓ **Empowered Team:** Peloton's Instructors and teams were empowered to authentically engage with their audience through a body-inclusive lens.
- ✓ **Strengthened Communication Strategy:** The Peloton team gained valuable insights into best practices and language use for body inclusivity, ensuring Marketing and PR are sensitive, inclusive, and resonant with their audience.



BEN BOYD
Peloton Interactive, SVP Global Communications

Following our working session, our teams were equipped with renewed awareness, strengthened confidence, and the tools to authentically connect with our Members. We gained practical steps as well as awareness of the significance of body diversity.

CEO Kara Richardson Whitely's authority in this domain, grounded in both lived experience and expertise in body inclusion and weight stigma, is unparalleled.



To learn how The Gorgeous Agency can help you authentically connect with the 65% of Americans in larger bodies, visit TheGorgeousAgency.com.