



## ASSIGNMENT

# A closer look at Peloton

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HBO Max's "Sex and the City" reboot, "And Just Like That...", premiered in early December with a shocking death involving Peloton, the exercise equipment brand.

In the episode, a Peloton bike causes a major character, Mr. Big, to have a heart attack. The bike's role in the death shocked the Peloton brand and its followers.

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### Part 1

Read the following articles to understand Peloton's and the audience's reactions to the episode.

[Peloton selloff continues as 'Sex and the City' reboot adds to exercise company's image issues](#)

[Peloton Said HBO Never Told It How Its Bike Would Be Used In "And Just Like That"](#)

How did Peloton initially respond to this event? What is the public's perception of Peloton and its brand due to this event?



## Part 2

Within 48 hours of the debut of “And Just Like That...,” Peloton responded with an official statement. The company released a campaign ad starring Christopher Noth, the actor who played Mr. Big, to combat any negative responses.

Watch this commercial:

<https://www.youtube.com/watch?v=qCuhM-LPLVk>

Read the following articles to see how the audience reacted to the campaign:

[Peloton ad responding to that Sex and the City reboot death is \\*chef’s kiss\\*](#)

[Peloton fires back at its portrayal in ‘Sex and the City’ reboot with own parody ad: ‘He’s alive’](#)

Consider the goal of the “He’s Alive” campaign by Peloton and whether it was an appropriate response to the “Sex and the City” reboot. Did it work to rehabilitate the company’s image in the public’s perception? Why or why not?



### Part 3

After the commercial went viral, five women accused Christopher Noth of sexual assault. Peloton pulled the ad as a result, but the company has not released a statement on the matter. Was this the best way to respond? Why or why not? What strategic action and stance would you suggest Peloton takes to rehabilitate the public perceptions of their brand?



### Part 4

To make matters worse, the TV series “Billions” contained a scene in which the character Mike “Wags” Wagner suffered a heart attack while exercising on a Peloton bike. Peloton addressed the public on the matter in the following article:

[Peloton says it had no part in ‘Billions’ heart attack reminiscent of Mr. Big’s fate](#)

Was Peloton’s response adequate? What should the brand’s next move be in managing their image with the public? How could they improve their response to this situation?



## Part 5

In a recent article, Peloton released a new campaign strategy along with a new tagline. Find out what Peloton's next move is in the link below:

[Peloton unveils new brand positioning, new campaign and first-ever tagline](#)

What impact do you think Peloton's new campaign and tagline will have on their image? What challenge to their business is Peloton addressing in this new approach? Do you think it will prove effective? Why or why not?

