
PROJECT: Soul Cycle – @ Home Bike

DATE: March 26, 2020

CONTACT: TBD

JOB #: N/A

TIMING: ASAP

BACKGROUND

SoulCycle is the pioneer of spin classes. They have a huge following and a loyal fan base in the cities they serve. However, at-home bikes, like Peloton, have started to slowly take over the market. SoulCycle will be releasing their own at home bike to compete with this market and keep their loyal fan base. They want to own the at-home spin class market the same way they've owned the spin studio for years.

SoulCycle bike for the home - <https://soul-cycle.com/at-home>

ASSIGNMENT

Create a brand strategy and digital campaign for SoulCycle's new at-home spin bikes and online classes.

TARGET

Millennials (25 - 40 year olds)

- Live on their own
- Have their own apt or just have purchased their first house
- Want to feel like there still in the city even though they're not always "in the city."
- Regularly on social media to research large purchases

WHAT THE CONSUMER SHOULD TAKE AWAY

"I can get the best online spin classes from SoulCycle, because I'm getting a/ the real SoulCycle class and experience at home"

DELIVERABLES

- Brand Strategy - how can SoulCycle at home bikes differentiate themselves in the at home spin bike and online class market?
- Digital Brand Campaign
 - Online Video
 - Social Content
 - Influencer Marketing



SOULCYCLE[®]

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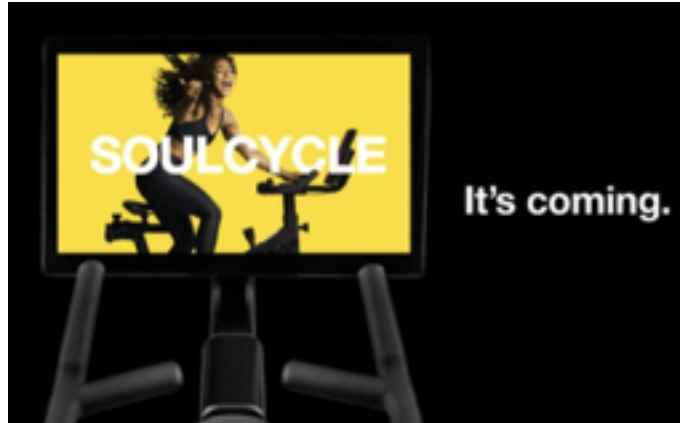
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SoulCycle is releasing their first line of at-home spin bikes and online classes to compete with the rise of Peloton and to maintain their loyal fan base. SoulCycle is the pioneer of spin classes. They have a huge following and a loyal fan base in the cities they serve. They want to own the at-home spin class market the same way they've owned the spin studio for years.



WHAT WE SAW

Avid SoulCycle riders aren't only loyal to SoulCycle classes but to their favorite instructors. Customers will often accommodate their preferred instructors' class times into their busy schedules to ensure that they are able to take their classes.

A SoulCycle Fanatic's Q&A with Master Instructor Stacey Griffith

Meet 5 Of SoulCycle's Most Popular NYC Instructors

SOUL WELLNESS

SOUL Transformation: How Instructor LOVE Lost Over 70 Pounds



WAY IN

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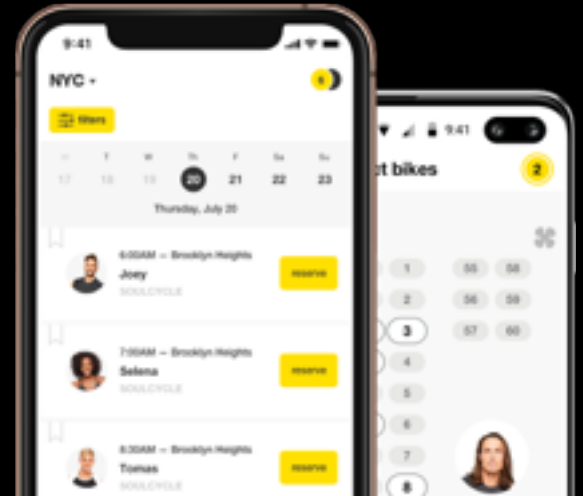
With the SoulCycle at-home bike, follow the instructors you love, or find more to love, no matter where they're teaching, from the comfort of your home.

IDEA: “FIND YOUR SOULMATE(S)”

**SOULCYCLE
MATE**

IDEA

SoulCycle Online will create a digital community between instructors and riders through a system of recommendations where you are encouraged to find your “SoulMates.” Whether following your favorite instructor from your neighborhood studio back home, or finding your favorite instructor’s favorite teacher from New York, SoulMate encourages cyclers to find their new SoulMates with every ride.



CREATIVE EX #1: ONLINE VIDEO



SOULMATES

CREATIVE EX #1

Online Video:

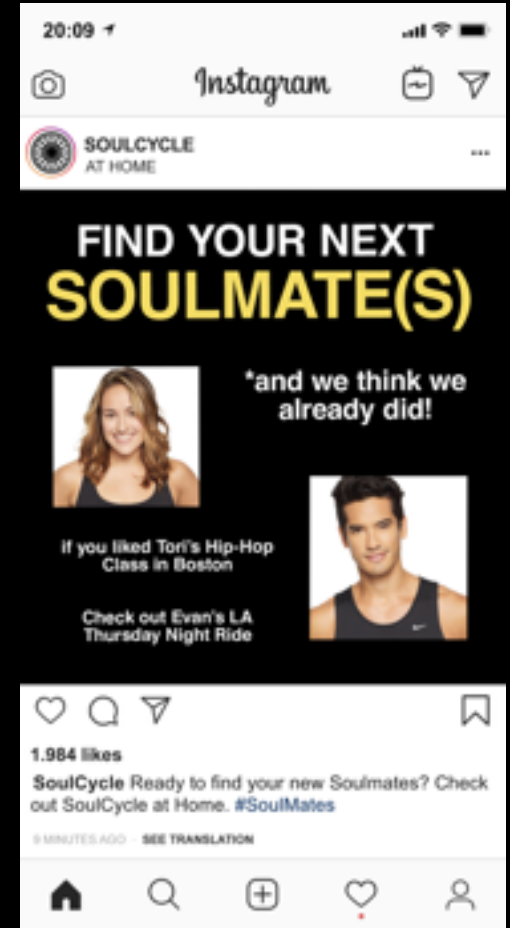


CREATIVE EX #2

The SoulMates program and community will be integrated within the bike itself as well as accessible via the SoulCycle App!

It works to help find your next favorite instructor to expand your SoulCycle circle of favorites.

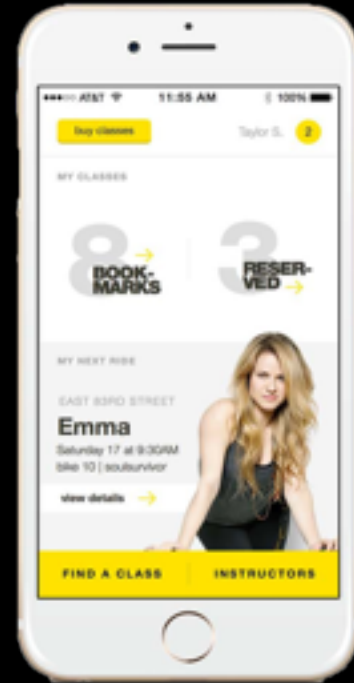
Each rider and instructor can recommend different studios and instructors based on their music preference, personality, workout routines and intensity, or anything that motivates them to ride!



CREATIVE EX #2

The SoulMates program functions as a social media platform as well. Each instructor has their own profile, where they can share healthy recipes, post-workout stretches, playlists, and their other hobbies. Consumers have the opportunity to follow their favorite instructors.

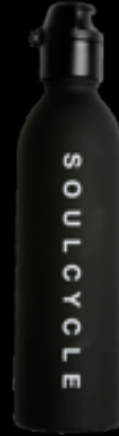
This program is designed to position instructors as influencers promoting brand love as well as community and self-empowerment through fitness. Here, each instructor has the potential to further develop their personal brand with SoulCycle.



CREATIVE EX #3

To accompany the launch of the SoulCycle at-home bike, SoulCycle will be launching a corresponding product line that allows riders to curate their own personal Soul Studio environment right at home.

Branded merchandise like candles, journals, and more transform cyclers' home workout space to a private SoulCycle studio!



CREATIVE EX #4

SoulCycle offers special classes specific to location as an extension to SoulMate. Each instructor provides a recap of the time and weather as well as a cultural fun fact specific to their location before the beginning of each class. Riders have the ability to chat, meet new friends, and attend a 'virtual vacation' to someplace new while they work out!

This allows riders to enjoy a spin class with anyone—from their nextdoor neighbor to their childhood best friend that moved across the country!



CREATIVE EX #5

With the SoulCycle at home bike, riders join an empowering community of fitness fanatics unlike any other. Using SoulCycle's interactive platform, cyclers expand their SoulCycle community outside the confines of a studio setting, connecting from home-studios across the country and spreading the Soul Revolution in the digital space!

