



Brandloyalty Vestingloop

‘s-Hertogenbosch, the Netherlands



The Brandloyalty Vestingloop 2019 took place on the 26th of May in ‘s-Hertogenbosch, the 14th edition of the event. Together with Ricoh Netherlands as main sponsor the event developed throughout the years, up until 2014, with increasing numbers of participants, company teams, sponsors and spectators. In December 2014 Brandloyalty took over as main sponsor of the Vestingloop. As a consequence, the event went further under the name Brandloyalty Vestingloop from the edition of 2015 onwards.

The Vestingloop owes its name to the fortified city of ‘s-Hertogenbosch, in which the event takes place. 's-Hertogenbosch is one of the few cities in the Netherlands where the medieval fortifications have been preserved in an innovative way and have been restored in the light of this time. Over the years, the Vestingloop has become a strong brand in the Netherlands as a recreational event for a broad target group.

Artishock events and marketing is responsible for the organization of the event, including the concept development, marketing communication, sponsorship & production. Artishock is commissioned by a foundation: Stichting Vestingloop ‘s-Hertogenbosch.



The edition of 2019 had more than 5,000 participants divided over four distances: 1km, 5km, 10km and 15 km. These distances feature in five types of races. There are recreational races (5-10-15km), a company races (5-10-15km), a competitive race (15km), a kids run (1km) and a para run (5km). The start took place in the educational area of 's-Hertogenbosch in between several educational institutions. After running through the nature reserve just outside of the city (Bossche Broek) and passing the fortifications, the finish was positioned at the main square of s'-Hertogenbosch: The Parade. The Parade is a characteristic place within 's-Hertogenbosch well-known in the Netherlands for the events yearly taking place at the square.

The SWOT analysis follows:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> • Highlighting the history of 's-Hertogenbosch • Course through Bossche Broek • Various promotional activities • Many volunteers • Organization by an event and marketing company • Use of social media • Established Event • Broad target group • Atmosphere during the event • Music and entertainment alongside the course • New website | <ul style="list-style-type: none"> • Small starting area • Low awareness internationally • Limited number of international runners • Limited possibilities to increase the distances (towards marathon) • No/low involvement of local government |
| Opportunities | Threats |



- Commercialization of the running events market
- Technological innovations
- Increased number of recreational runners
- Running is a cheap sport
- Introduction of a walk the day before the event
- Cooperation with local running and walking events
- Stagnation in the number of participants in running events in the Netherlands
- Increasing number of competing running events in the Netherlands
- Introduction of different types of running events (color runs, mud runs etc.)
- One of many events organized at 'the Parade'
 - The group volunteers is aging
 - Weather situation
 - Injuries
 - Loss of sponsors
 - Competition from other sports like cycling, fitness and walking