

Bramble — Objection Handling & Competitive Positioning 🧐

Quick reference for sales conversations

INTERNAL USE ONLY

1. Common Objections

1 "We already have printed maps/guides"

Great — that shows you value helping guests explore. Printed maps can't update with the seasons, trigger stories based on location, or tell you which spots guests actually visit. Bramble does all three, and guests don't throw it in the bin at the end.

2 "What about mobile signal on our grounds?"

The map loads once on WiFi (at reception or check-in). After that, GPS works without any signal — it's satellite-based, not data-based. Stories are pre-loaded. Works in the middle of a field.

3 "Our guests come here to switch off from screens"

So do ours. Bramble is designed to get guests outside and exploring, not staring at a screen. They glance at their phone for 30 seconds to read a story, then look up at the 400-year-old oak in front of them. It's closer to a gentle nudge than an app.

4 "What if guests don't use it?"

We see strong engagement because there's zero friction — no download, no sign-up. A QR code at reception is all it takes. But even if only 30% of guests use it, that's 30% having a richer experience and leaving better reviews.

5 "We don't have the budget right now"

Understand completely. For the right property, we offer a pilot programme — reduced setup, and the annual service only kicks in once you've seen the value. We'd rather build something you love than rush a decision.

6 "Can't we just put QR codes on signs?"

You could — and some estates do. But a QR code on a sign is static. It doesn't know where the guest is, can't guide them to the next point, doesn't change with the seasons, and gives you no data on what guests actually explore. Bramble is the difference between a sign and a story.

7 "How long does the whole process take?"

About 6–8 weeks from site visit to live map. The site visit itself is one day. Most of the work happens on our side — you'll need to review the stories and give us feedback, but we do the heavy lifting.

8 "What happens if we want to change the content?"

That's what the annual service is for. Seasonal updates are included — swap stories, add new points, update photos. If you need something changed urgently, we can usually turn it around in a few days.

9 "We'd need to see it working somewhere else first"

Completely fair. *[If case study available, reference it. Otherwise:]* The Newt in Somerset built something very similar — a digital map integrated into their guest experience. They invested heavily because it works. Bramble brings that same capability to estates without the six-figure development cost.

10 "How is this different from an audio tour app?"

Audio tour apps require a download, usually have a dated UI, and focus only on audio. Bramble is browser-based (no download), combines photos, text, and audio, triggers stories automatically by GPS, and is designed to match your brand — not look like a generic app.

2. Competitive Landscape

	BRAMBLE	AUDIO TOUR APPS	QR ON SIGNS	PRINTED MAPS	CUSTOM APP
Download required	No	Yes	No	No	Yes

	BRAMBLE	AUDIO TOUR APPS	QR ON SIGNS	PRINTED MAPS	CUSTOM APP
GPS-triggered	Yes	Some	No	No	Yes
Seasonal updates	Included	Complex	Replace signs	Reprint	Dev time
Brand-matched	Yes	Limited	No	Yes	Yes
Analytics	Yes	Basic	No	No	Yes
Setup cost	£5-18k	£2-10k	£1-5k	£2-5k/yr	£50-100k+
Ongoing cost	£3-9k/yr	Per-download	Replacement	Reprinting	Dev maint.
Content creation	Done for you	Usually DIY	DIY	DIY	Varies
Multi-media	Text + photo + audio	Audio only	Text only	Text + images	Yes
Guest friction	None	High	Low	Low	High

3. Ben's Credibility Talking Points

- **CTO of Cobble** (cobble.london) — 3 years building GPS-triggered audio walking tours for London
- **Proven at scale** — the technology works in an urban environment with thousands of users
- **Same craft, different landscape** — Bramble applies the same expertise to rural estates
- **Deep understanding of location-based storytelling**, not just mapping — the story is the product, the technology is invisible