

HERO IMAGE PLACEHOLDER — REPLACE  
WITH A STUNNING ESTATE PHOTOGRAPH

## BRAMBLE — CASE STUDY

# *[PROPERTY NAME]*

Location *[LOCATION]*    Type *[PROPERTY TYPE — e.g. Country Estate & Hotel]*

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*[ONE-LINE SUMMARY — e.g. "Turning 28 acres of deer park and kitchen gardens into a self-guided story experience"]*

### THE CHALLENGE

## Before Bramble

*[DESCRIBE THE CHALLENGE — e.g. "Guests rarely explored beyond the main lawn. 80 acres of woodland, walled gardens, and historic features went unnoticed. The estate had invested heavily in its grounds, but most visitors experienced only a fraction of what was on offer. Existing printed maps were routinely left behind in rooms, and guided tours could only reach a handful of guests each week."]*

### WHAT WE BUILT

# The Story Map

[X]

STORY POINTS

[X]

ACRES MAPPED

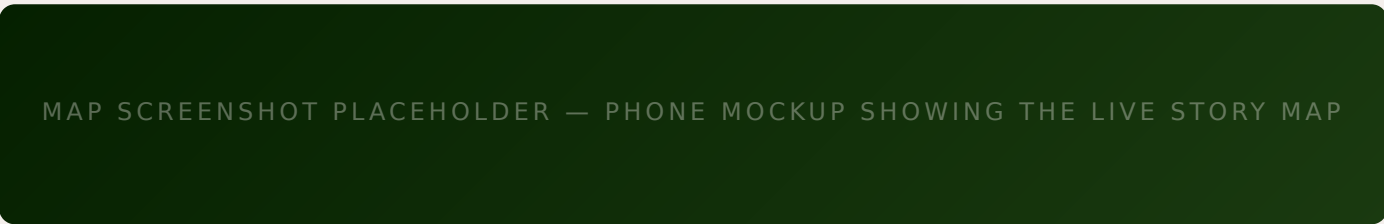
[X]

AUDIO STORIES

[X]

WEEKS TO LAUNCH

*[DESCRIBE WHAT WAS BUILT — e.g. "We spent two days on the grounds with the head gardener and estate historian, capturing stories that had never been written down. The finished story map guides guests through ancient woodland, a restored walled garden, and the estate's working kitchen garden — each point revealing a layer of history, ecology, or craft that transforms a walk into a narrative journey."]*



MAP SCREENSHOT PLACEHOLDER — PHONE MOCKUP SHOWING THE LIVE STORY MAP

THE EXPERIENCE

# What Guests Discover

[DESCRIBE THE GUEST EXPERIENCE — e.g. "Guests scan a QR code at reception and step into a self-guided journey through the estate. As they approach each story point, a new chapter unfolds on their phone — the story of the 300-year-old cedar, the Victorian fernery's restoration, or the kitchen garden beds that supply tonight's dinner. No app download, no registration — just walk, and the stories find you."]

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[QUOTE — e.g. "Guests come back from their walk and can't stop talking about what they've discovered. It's completely changed how people experience the grounds."]

[NAME, TITLE]

RESULTS

# The Impact

[X]%

of guests used the story map

[X]

average story points visited per session

[X] min

average session length

★

[QUALITATIVE RESULT — e.g. "Featured in guest reviews within the first month"]

Results measured over [X] months from launch.

WHAT THEY SAID

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*[TESTIMONIAL QUOTE — e.g.*

*"Bramble understood our estate in a way that surprised us. They found stories we'd forgotten and presented them with a quality that matches our brand perfectly. It's the best investment we've made in the guest experience in years."]*

*[NAME], [TITLE], [PROPERTY NAME]*

**Bramble**

*Want this for your estate?*

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