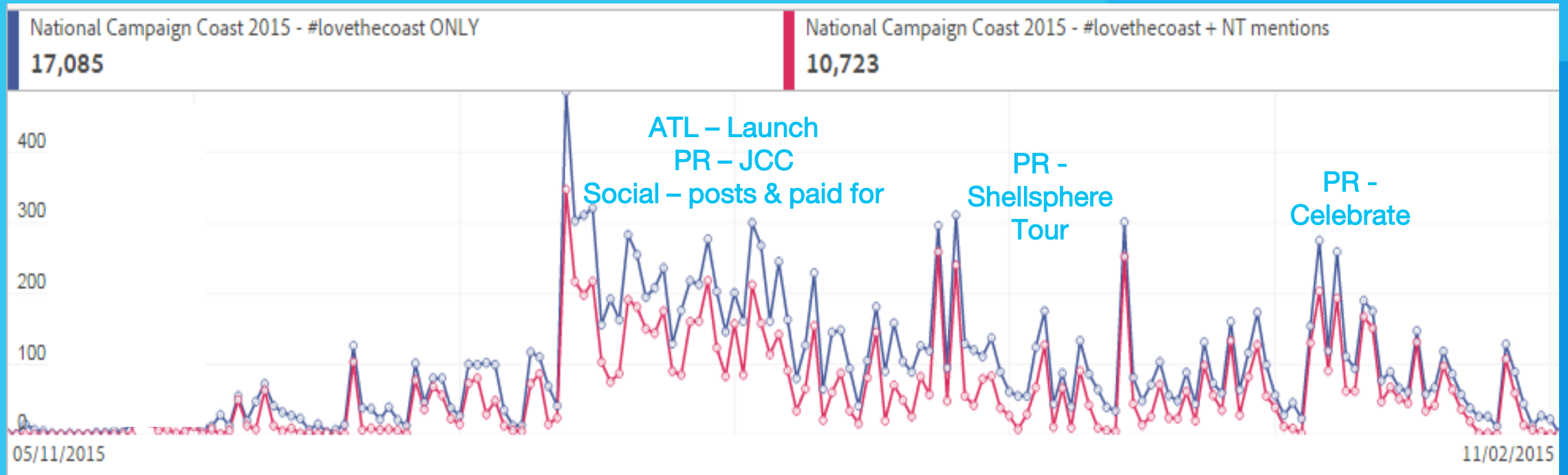
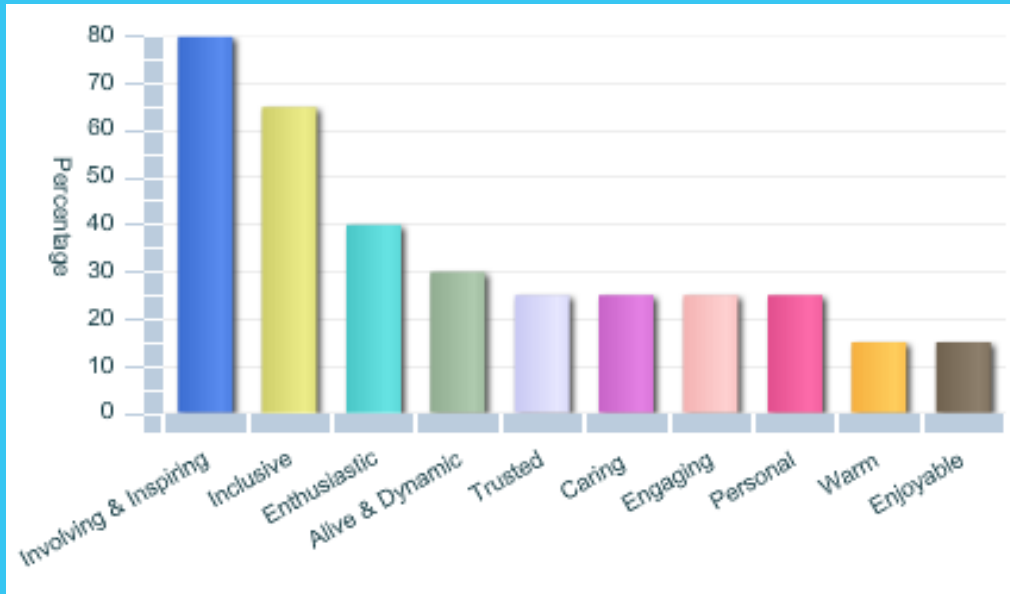


SUPPORTING MATERIAL: SOCIAL ENGAGEMENT (TWITTER)

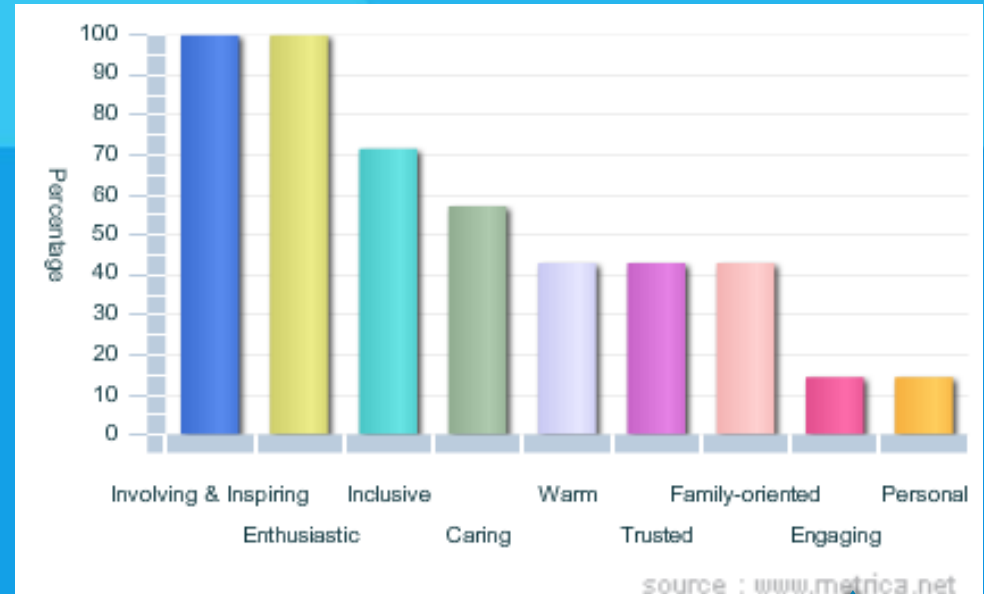


SUPPORTING MATERIAL: GORKANA ANALYSIS PRO

POEM LAUNCH

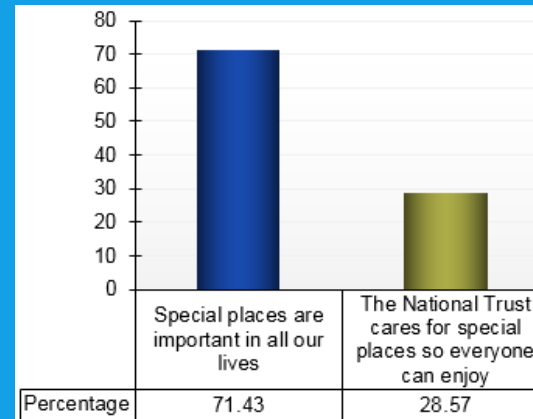


SHELLSPHCERE TOUR



80%
featured a core
message

60%
delivered
messaging
*'Special places
are important
in our lives'*

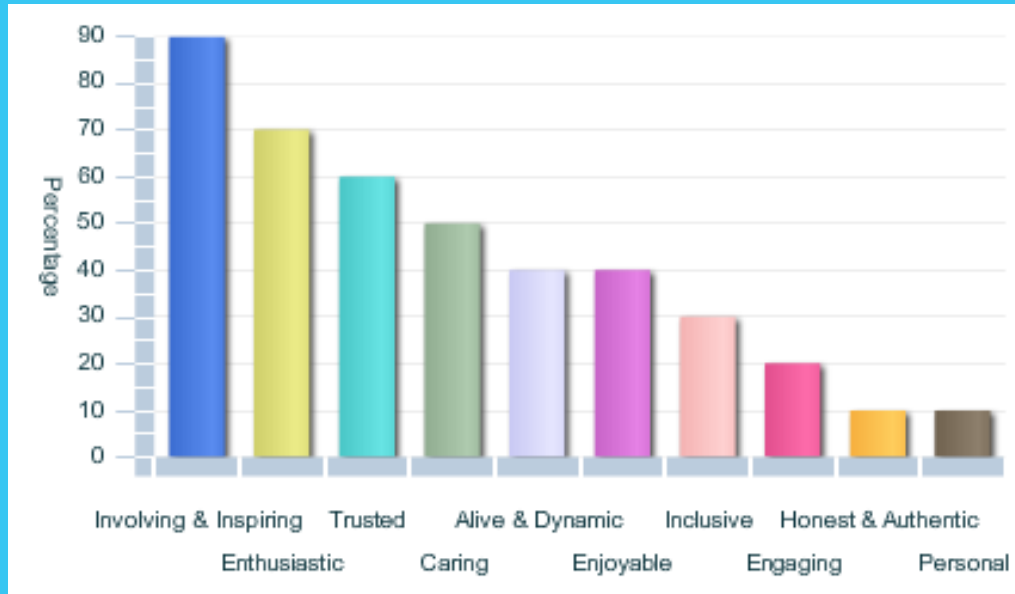


86%
featured a
core message



SUPPORTING MATERIAL: GORKANA ANALYSIS PRO

GREAT BRITISH WALKS REPORT



POEM UNVEILING



90%
featured a
core message

50%
delivered
messaging *'The
National Trust cares
for special places
so everyone can
enjoy'*

70%
featured
core
message

50%
Delivered message
*'Special places are
important in all our
lives'*



