



### Elevated Experiences

*This is an exciting time for Natchez. By now, you have seen our new brand and the new tagline, “Experience Elevated.” We hope you are as excited and enjoy it as much as we do! For those of you who have experience developing branding, you can appreciate the work put into it. It has been carefully and methodically designed to represent the best of our wonderful city.*

*Now comes the hard work....embracing the brand and spreading the message everywhere! Visit Natchez is about to embark in a new advertising campaign, including photography, videography, digital and in-person experiential marketing. This will be a large endeavor but one that will help demonstrate our fabulous city in ways like never before.*

*We ask our partners to help spread the good news in two ways. First, we can all find ways to help display all that our city has to offer through social media and personally within our networks of friends, associations and colleagues. Become an evangelist for Natchez and find opportunities to tell them all that Natchez has to offer. If we all tell five friends and they in turn tell five friends, the interest level in Natchez grows exponentially.*

*Second, we need to continue to put our best foot forward. “Experience Elevated” doesn’t just speak to the fact that our bluff is 200 feet above the Mississippi River or the hot air balloons. Our new brand honors our community, the people that welcome our visitors and how much of a unique and special experience our visitors will have coming here. Our visitors will remember their visit not just by the specific sites they saw or the food they ate, but mostly by the feeling they had when our community welcomed them with friendly smiles and familiar conversation. You are the elevated experience our visitors must have to have truly a remarkable visit.*

*As always, the team at Visit Natchez thanks you for all that you do to make Natchez a wonderful destination for the world.*

Devin