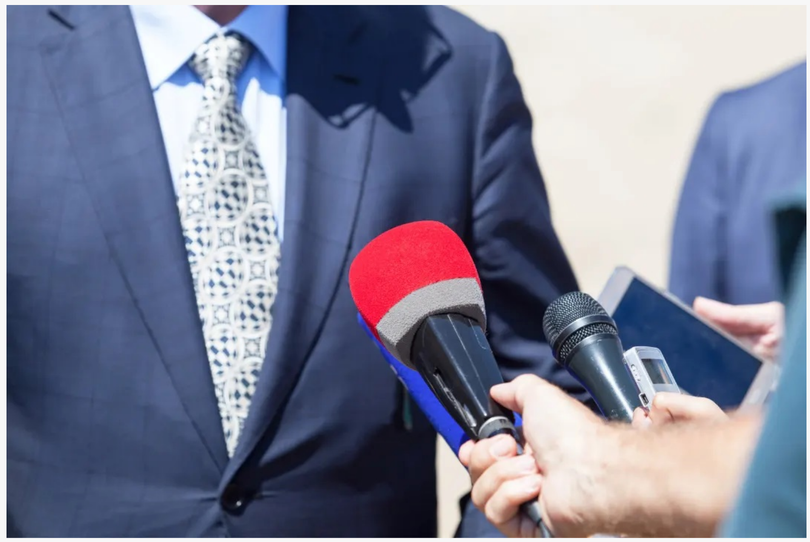
NewsXPartners: Standing Out in an Increasingly Noisy Media Environment

NXP is revolutionizing digital communications, brand identity, and public relations as an independent collaboration of journalists, editors, & publishers.



NEW YORK, NY, USA, August 23, 2023 /EINPresswire.com/ -- NewsXPartners challenges the concepts of traditional advertising and publicity with new creative and persuasive communication. NXP takes off where traditional advertising and PR under-deliver. Its unique business model benefits clients and those involved in the creative process. [See full press release.]

Mission, Vision, Core Values

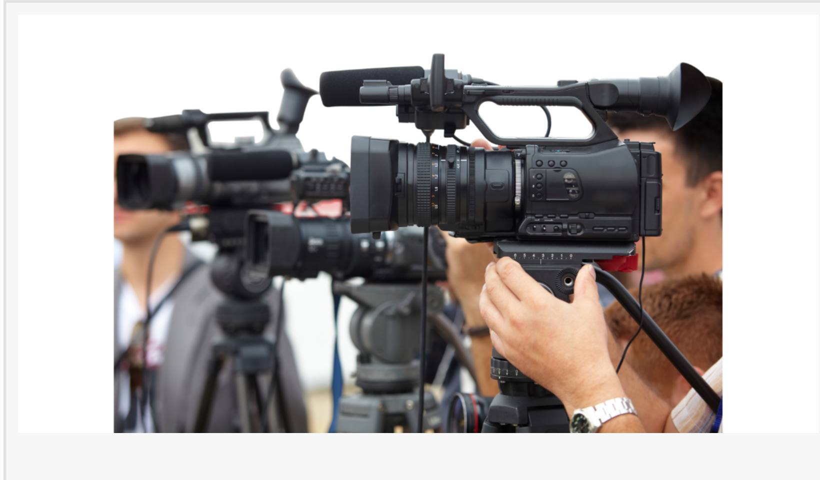
> "NewsXPartners is revolutionizing digital communications, brand identity, and public relations as an independent collaboration of journalists, writers, editors, and publishers."
>
> *R. D. Hastings*

NXP's commitment to clients begins with their mission: To build, manage and grow a global news and infomedia (informational media) platform that facilitates synergy through the cooperative efforts of creators, providers, and industry participants.

NXP's vision is to push beyond the ordinary expectations for companies and to set a new, higher standard for the performance of a news and infomedia organization. Core values are integrity, consistency, and excellence, placing clients' needs and expectations first.

Media Expansion and Evolution

The ever-widening "media pond" is largely driven by increasing advertising and public relations spending and the overpowering dominance of online digital media. This means the media targets—consumers, businesses, institutions, and organizations—are being reached more than ever before, and in more locations, with mobile media.



Advertising revenue worldwide is expected to reach USD 874.47 billion in 2023 and is forecast at a CAGR of 6% to reach USD 1,142.79 billion in 2028. U.S. media revenue is projected to be a record-high USD 352 billion in 2023 (Statista).

An important change is the reallocation by media type, with digital online advertising currently dominant, with 63% of U.S. advertising expenditures.

Public relations (PR) global revenues in 2023 are worth approximately USD 107 billion, up 6.6 percent from USD 100.4 billion a year earlier. The PR market is projected to grow at a compound annual growth rate (CAGR) of 5.7%, reaching USD 133 billion by 2027 (Statista).

The Concerning Implications of Media Expansion and Evolution

But the expansion and evolution of media can come at a cost to marketers: The effectiveness of advertising and publicity may be diminished by over-saturation, and the increasing intrusions of media messaging can be irritating and annoying to those it reaches. For example:

"More than four out of 10 Americans said they were often annoyed by advertising on the internet, while 72% of TV viewers said they were either indifferent or not comfortable with having ads aimed at them" (Statista).

Differentiating Your Brand Persuasively

This is where NewsXPartners makes the difference: The talent, skills, and knowledge of NXP's team, plus proprietary AI and SEO technologies, create advertising and publicity that cuts through the clutter and overcomes skepticism.

NXP understands personalized communications and persuasion and can position you, your brand, your business, your practice, or your organization front and center and generate the impressions that count.

Avoiding the Underachievement of Traditional and Internet Media

NewsXPartners recognizes the implications of spiraling media volume and intensity that result in scattered and overwhelming sensory overload. This over-saturation makes compelling messaging and branding increasingly challenging.

Effective advertising and publicity must go beyond name recognition, reaching a selected target audience with a branding message of needed benefits and credible supportive elements.

NXP is working with unsurpassed effectiveness in support of these disciplines:

News and Infomedia Advertising: NXP provides news and infomedia on virtually every subject of interest to every audience. This broad scope accommodates the maximum potential traffic to select media broadcasting and dissemination outlets.

Businesses can rise to the next level of revenue production through branding in the news and infomedia, aiming to increase the frequency of occurrence of your brand in a positive light for name recognition and search engine prominence.

Writers: As a talented and capable writer of news, infomedia, or technical research, NXP can help you step up your game and enhance your professional career. Increased online visibility is achieved through publication in NXP's owned and affiliated digital media assets and well-regarded independent media.

Publicity and PR Firms: NXP works on a confidential "wholesale" basis with both independent and in-house publicity and public relations firms and departments to ensure high-profile, positive media exposure. Leverage NXP's Writers Syndicate asset and proprietary article submission technology for the benefit of clients and employers.

Experts: NXP can help you achieve a significant level of visibility in the news and infomedia, effectively yet inexpensively achieving media acknowledgment of your value, name recognition, and branding.

Explore the unlimited potential of your brand. Reach one of NXP's team members to discuss how you can form a relationship to work closely and productively together. [See full release.]

About

NewsXPartners is a digital publication.

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