

Nutritional Products International and InHealth Media Launch Dynamic 2025 TV Campaign

BOCA RATON, FL, UNITED STATES, February 4, 2025 /EINPresswire.com/ -- Nutritional Products International (NPI) and its sister company, InHealth Media (IHM), led by CEO Mitch Gould, are proud to announce the launch of a national TV campaign designed to revolutionize the way brands connect with consumers through television and e-commerce integration.



This initiative integrates product tags directly into America's top-rated television shows, enabling consumers to make instant purchases through convenient links. To our affiliate strategic partners, NPI and IHM offer 60-second TV spots, tagging retailers such as Walmart and Amazon to create awareness of the brand. By combining the influence of national television with the accessibility of online marketplaces, the campaign offers a way for brands to boost sales and visibility across the U.S.

"This tagging strategy is about more than just increasing sales; it's about transforming how brands engage with consumers," said Mitch Gould, CEO and founder of NPI. "We are leveraging the power of media and online retail synergy to elevate the brands we work with, giving them unparalleled exposure on national television and the world's largest online marketplace."

The campaign is slated for national syndication in major markets, including New York, Los Angeles, Chicago, and Atlanta, reaching over 1,000 stations and millions of households. This initiative ensures that participating brands achieve maximum exposure and enhanced consumer engagement on a national scale.

Mitch Gould, a third-generation retail distribution professional, has over 35 years of industry experience. Known for his forward-thinking strategies, Gould pioneered the placement of premium health and wellness products on Amazon in the early 2000s.

"At that time, Amazon was only selling books and electronics," Gould said. "I placed more than

150 brands in Amazon's new health and wellness and sports nutrition categories. It's rewarding to have a role in Amazon's history."

"I am engaging with manufacturers and brand developers globally," added Gould. "My day starts with Europe and ends with Asia. I bring my retail distribution expertise to international brands seeking entry into the American market."

For further details about InHealth Media, please visit www.nutricompany.com. For more information on NPI, please visit www.nutricompany.com.

MORE ON NUTRITIONAL PRODUCTS INTERNATIONAL AND ITS FOUNDER

NPI is a privately held company specializing in the retail distribution of nutraceuticals, dietary supplements, functional beverages, and skin-care products. NPI offers a unique, proven approach for product manufacturers worldwide seeking to launch or expand their products' distribution in the U.S. retail market.

Gould, known as a global marketing guru, also has represented icons from the sports and entertainment worlds, such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, and Wayne Gretzky.

ABOUT IN HEALTH MEDIA

InHealth Media is a results-driven, strategy-based, creatively focused media agency that provides comprehensive media services with a global reach for sports, health and wellness, beauty, personal care, and nutrition markets.

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