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## The ODM Group Monthly Newsletter Issue #1 : October 2020

### Company News

This month at ODM & Mindsparkz, we welcomed new industrial engineers and designers to our ever expanding team in Vietnam. We look forward to handling more complex projects. ODM will continue to broaden our capabilities to fulfill our client's needs.

### ODM Ox Socks

We've launched our Christina Nobel Foundation Lucky Lunar Socks. Do follow us on media as we prepare this launch. #LuckyLunar Releasing customs promotional socks is a yearly tradition here at ODM and we have been doing this for 6 years in the running. We enjoy celebrating the Chinese New Year and donning our Lucky Lunar Socks – inspired by the Chinese Zodiac. Out with the Rat and in with the OX!!



### Marketing & Industry Trends

Here at ODM, we believe it is important to stay on top of industry trends in the promotional products industry. Here are some of the products that have piqued our interest this month!



Smart Wifi Socket



Social Distancing Wristband



Mobile Phone Sanitizer

## Top 5 Blogs of The Month

This month at ODM we have written 50 different blogs on various promotional gifts, POS displays and many more. Check out the Top 5 Blogs here!

### 1 - [6 Reasons Why Coca Cola In-Store Display Marketing Fizzing in Vietnam](#)

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### 2 - [Best Promotional Items for Kids to Rocket Milk Powder Sales!](#)



3 - [Hot Vs. Cold : 2 + 3 Promotional FMCG Marketing Ideas](#)



4 - [Best strategy to Increase Sales: Point-of-Sale Marketing Ideas](#)



### 5 - [China Factory Tour: Aluminum Tubes Cosmet](#)



### Mergers & Acquisitions

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- [Cimpress Acquires 99designs](#)

## Events & Trade Shows

- [Promotional Products Work! Week 2020](#)
- [Canton Fair 2020](#)
- [World Post Day](#)
- [Alibaba.Com Trade Show](#)
- [World Student Day](#)

## Branding Tips & Tricks

### 5 Tips for Building Strong Brand Awareness

1. Identify What Makes You Different
2. Be Consistent with Branding
3. Showcase Positivity in Your Brand Strategy
4. Use Your Name, Logo, and URL to Strengthen Brand Identity
5. Know Your Target Audience

### [How Product Branding Makes A Difference To Your Promotional Merchandise Design!](#)

In this article, we will go through product branding, and the importance of promotional merchandise design.



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