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The ODM Group's Monthly Newsletter

June 2021

Company News

Despite successfully containing the COVID-19 virus for most of 2020, Vietnam is currently battling another rapidly spreading outbreak. Since COVID-19 cases are rising again, lockdown restrictions have been put in place. Our Vietnam team uses Teamviewer/Chrome Remote Desktop to work remotely, as no more than three people are allowed to work in the office.



There will be more unforeseen flight delays or cancellations to mitigate the spread of the virus. As a result, everyone should be mentally prepared as the virus may extend overall service or delivery time. Back in China, we have also had some delays at Yantian Port, a major shipping infrastructure for China.



As we are looking into the retail space and gift with purchase concepts in Vietnam, this is the current situation in supermarkets. This will impact the rollout of marketing campaigns and POS displays throughout the region.



We have written blogs on interesting point-of-purchase displays that impressed us in the past. For example, we have blogged about the two soft drink giants before, with this [Pepsi](#) and [Coke](#) in-store displays in Vietnam.

We're still working though and this month our designers have been working on lots of new products. Check out this example with an [Exploded View Drinks POS display video](#). This showcases our ability to make high-end in-store functional marketing materials. Getting this view helps marketers understand the production and assembly method and make suitable choices on materials and processes for production and branding.



Marketing & Industry Trends

At ODM, we are always looking for and sharing innovative products and trends to help promote your brand. This month, we would like to share 10 exciting summer product ideas for beverage brands to help you maximize your promotional opportunities!

[10 Summer Product Ideas for Beverage Brands](#)



Top 5 Blogs of the Month

This May, our team at ODM has written 40 different blogs on various promotional gifts, POS displays, and many more. Check out the Top 5 Blogs here!

[1 - Can these 5 Sustainable Product Ideas Help to Save Mother Ocean?](#)



2 - Generational Marketing: 5 Golden Tips to Reach Baby Boomers



Smart Tag Wireless Tracker
Key Finder



Smart Watch



Wooden LED Alarm Clock with
Phone Charger

3 - Can this Advanced Promotional Lamp Brighten Up Brand Promotions?



4 - 4 Custom Bottle Necker Design Ideas to Build Brand Sales



5 - 4 Ways to Heat Up Summer Sales with this Foldable Promotional Table



Mergers & Acquisitions

- [Smart Source Acquires Superior Business Solutions](#)
- [JMA Acquires CC Promos](#)

Events & Tradeshows

- [International Workers Day](#)
- [Star Wars Day](#)
- [World Athletics Day](#)
- [Mothers Day](#)
- [Notebook Day](#)
- [Wine Day](#)

Upcoming Events in June

With May coming to an end, Summer is just around the corner! Summer presents a multitude of seasonal branding boost opportunities for your company. This is truly the best time to promote your company through mediums such as summer apparel and exercise equipment, as people tend to get active during the summertime. We will also celebrate

- [Children's Day](#)
- [World Bicycle Day](#)
- [World Environment Day](#)
- [International Picnic Day](#)
- [Go Skateboarding Day](#)

Branding Tips & Tricks

[Corporate Gifting: How to Impress Customers with Custom Pen Gift Sets](#)

All of us know what it feels like to receive a gift - it is a powerful and striking experience. It creates a sense of connection to the giver and sparks a positive rapport with a person or a company. For businesses, corporate gifting is one of the best strategies to nurture communication and relationships with their clients, employees, and customers.



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