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## The ODM Group's Monthly Newsletter

**August 2021**

### Company News

It is that time of year again. Whilst many Marketing Managers are focused on Christmas and Year-End, we are getting ready for another shutdown. Read about [Chinese New Year 2022](#) dates and how to get ready for the looming shutdown.

Our Monthly Newsletters frequently review the issues around freight, and we have constantly been updating our websites on this. [Search for freight](#) and in the coming days, we will be discussing the fact that freight will be increasing again in August.

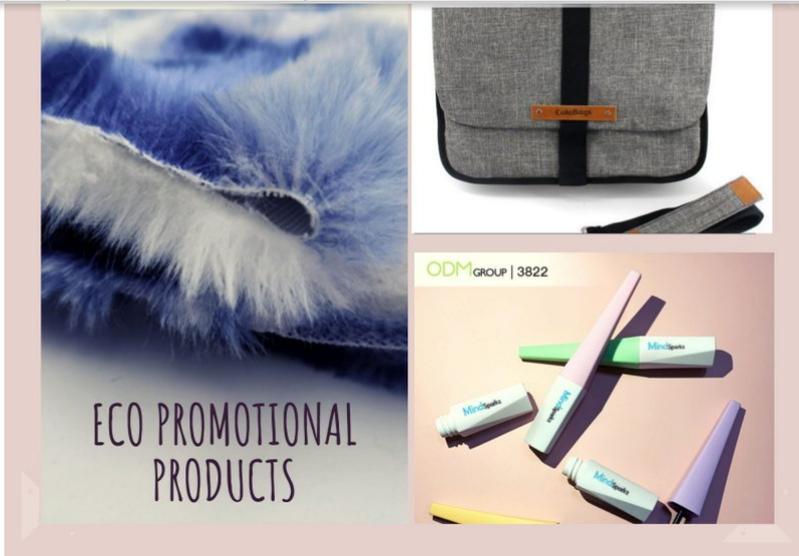
Both trends above mean that we are consulting more on Re-Shoring and helping our clients to bring in the supplies to efficiently manufacture Globally.

Another major development on our side is that we are rapidly expanding our Vietnam Marketing & Sales team. Whilst this office is on lockdown, we have staff vaccinating there, so expect some normality and return to the office on a staggered basis soon this year.

### Marketing & Industry Trends

At ODM, we are always looking for solutions to prevent plastic and environmental pollution. This month, we would like to share some ideas on our eco-friendly recyclable promotional products to help you boost your brand visibility and stay environmentally friendly. Promote your brand in a greener way with these eco promotional products!

[Eco Promotional Products: PCR Swag Ideas for Creative Marketing](#)



## Top 5 Blogs of the Month

In July, our team at ODM has written 39 different blogs on various promotional gifts, POS displays, and many more. Check out the Top 5 Blogs here!

[1 - Wimbledon Tennis Merchandise ideas – 14 Grand Slam Marketing Winners](#)



[2 - How Jack Daniel's Steals the Limelight With Its Cool Drink Promotion Ideas](#)



[3 - How Bill's Pulls In Customers With Its Clever Outdoor Promotional Displays](#)



[4 - #MILO10Mskips: A Case Study on Milo's Promotional Jump Rope for Kids](#)



#### [5 - Holiday Marketing Idea #2: Branded Christmas Hats to Light Up Your Sales](#)

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#### **Mergers & Acquisitions**

- [Promotional Source Acquires Partners Promotional Group](#)
- [Vantage Apparel Acquires Lynka](#)
- [Smart Source Acquires Cornerstone Media](#)

## Upcoming Events in August

We will also celebrate the following special days in August:

- [Planner Day](#).
- [Doll Day](#).
- [White Wine Day](#).
- [International Beer Day](#).
- [Lazy Day](#).
- [Relaxation Day](#).
- [Dog Day](#).
- [Burger Day](#).

## Branding Tips & Tricks

### [9 Superb Promotional Fitness Equipment to Keep WFH Staff Healthy.](#)

COVID-19 has undoubtedly disrupted the lives of many people, and one such affected area is our fitness. Since most people can't exercise in a gym due to safe-distancing measures put in place, a home gym is a wise choice for people to keep fit. These branded pieces of equipment are a perfect way to keep your customers healthy and have your company name in their minds daily.



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