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The ODM Group's Monthly Newsletter

February 2022

Company News

From our team here at ODM and Mindsparkz, we would like to wish you a Happy Lunar New Year!

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The first month of the year was indeed productive and challenging for our team. We've had to work double hard to get everything made, quality controlled and shipped on time.

Our office is closed from January 21st until February 6th, 2022. ODM and Mindsparkz will resume work on Monday, February 7th.

Marketing & Industry Trends

The ODM and Mindsparkz team know how vital CNY promotion is for all types of businesses. Thus, we compiled our top 5 picks of Chinese New Year promotional products for you!

[5 Chinese New Year Products to Wish Customers a Prosperous New Year!](#)

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Top 5 Blogs of the Month

In January, our team at ODM has written 40 different blogs on various CNY promotional case studies, POS displays, premium promotional products and many more. Check out our Top 5 Blogs here and learn how to scale your business using these insightful and fresh ideas.

1. [Blue Girl Captivates HK Consumers with CNY Beer Promotion Strategy!](#)

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2. [8 Branded Chalkboard Display Ideas for a Sizzling Restaurant Promotion!](#)

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3. [Corporate Logo Gifts: Creative Ring Stacker to Reward Employees](#)

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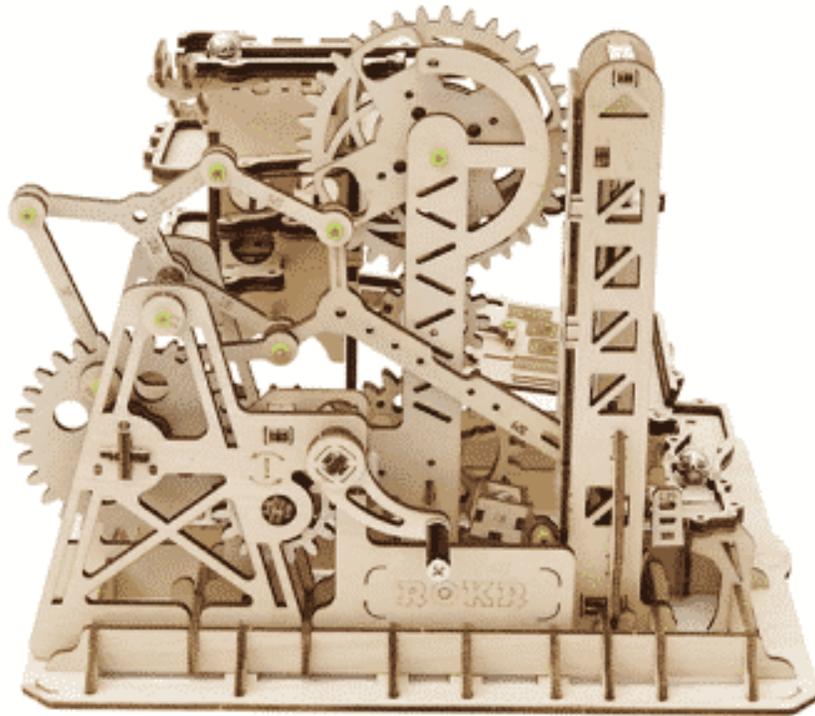
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4. [Reliving Childhood: Branded Marble Runs Plus 3D Mechanical Models!](#)

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5. [Umbrella Manufacturers: How to Effectively Use Umbrellas for Promotion?](#)

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Mergers & Acquisitions

- [DHS Takes Steps To Implement Xinjiang Import Ban](#)
- [Outdoor Cap Promotes Jeanelle Harris To President](#)
- [Stran & Company To Acquire GAP Promotions](#)
- [Supply Chain Pressures Intensify Amid China Port Problems](#)
- [SnugZ USA Debuts Augmented Reality Service](#)

Upcoming Events in February

We will also celebrate the following special days in February:

- [February 4 - World Cancer Day](#)

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- [February 10 - National Umbrella Day](#)
 - [February 13 - World Radio Day](#)
 - [February 16 - Innovation Day](#)
 - [February 18 - Drink Wine Day](#)
 - [February 20 - Love Your Pet Day](#)
 - [February 22 - World Yoga Day](#)
 - [February 24 - World Bartender Day](#)
 - [February 25 - Rubber Ducky Day](#)

Branding Tips & Tricks

Not just ideal for CNY promotion, merchandise licensing has a plethora of benefits to brands; thus, it is considered one of the most powerful marketing strategies. Having access to prominent brands, logos, trademarks, and characters significantly impacts companies or licensees.

If you want to learn how this strategy can help improve your branding this year 2022, here's an article we wrote to guide you!

[What Makes Merchandise Licensing a Hot Deal During CNY Promotion?](#)

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