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# July 2022 Newsletter from ODM

July 1st is the 25th anniversary of the Hong Kong SAR Establishment. Our office will be closed this Friday.

**Past Issues Subscribe Trans** HONG KONG SPECIAL ADMINISTRATIVE **REGION ESTABLISHMENT DAY** 

## **Upcoming Events in July**

Check out some key events coming up this month to help you plan marketing campaigns accordingly. For the complete list, take a look at our <u>editorial calendar</u>.

- July 2 I Forgot Day
- July 3 Plastic Bag Free Day
- July 7 Chocolate Day
- July 10 Pina Colada Day
- July 11 Mojito Day

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- July 19 Daiquiri Day
- July 24 Tequila Day
- July 27 Scotch Whiskey Day
- July 30 Friendship Day

### **Marketing & Industry Trends**

Corporate sustainability is a business approach that focuses on maintaining economic, social and environmental integrity while operating in a market.

This month, we talked about EcoVadis certification in one of our blogs. How does EcoVadis assessment provide an integrated sustainability rating service for organisations?

Assessing Corporate Sustainability: What is EcoVadis Certification?



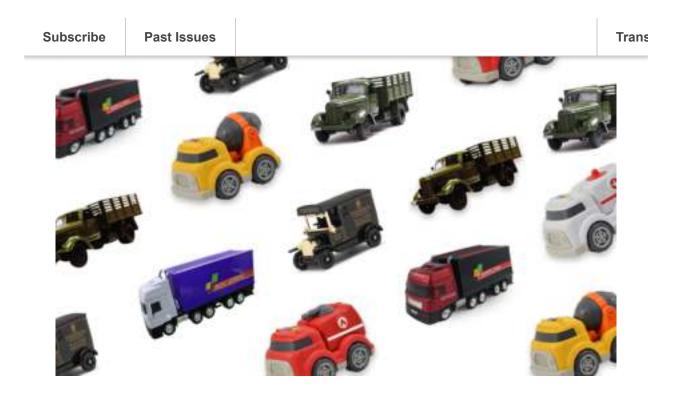
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For June, our team has produced 55 new articles featuring various in-store and online promotions, fun and innovative promotional merchandise ideas for different industries and many more! Check our top 5 articles below:

1. Door Handle Advertising: Boost Drinks Campaign With Bottle Handles!



2. Tap Into Your Childhood With these Branded Collectible Toy Trucks



3. How Heliservices Gets Clients Onboard With Branded Aviation Souvenirs?







5. <u>Branded Promotional Gifts for July to Make Your Event More Memorable!</u>



#### Mergers, Acquisitions & News

• China Sees Steady Improvements in Logistics Flow

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- Singapore Mega Port Could Offer Solutions to Supply Chain Crisis
- UK Green Supply Chain Startup Circulor Raiser \$25 Mil for US Expansion
- Here's What China's E-Commerce Giants Are Telling Us About the Economy

## **Branding Tips & Tricks**

Giveaways are a powerful marketing tool that can help you reach your target audience. In this blog, we discussed why giveaways are so effective and how to get the best results with your free items.

Giveaway Marketing: 5 Ideas to Get the Best Results With Your Free Items

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Thanks for reading, and we would love to hear your feedback. Let's stay connected!











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