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## February 2023 Newsletter from ODM

Our factories are now coming back online with a boom for the Year of the Rabbit. Check out our [magazine](#) for more news as we bring news from upcoming factory visits.

Recently we have been writing about more marketing case studies from Vietnam. Let us know your thoughts and how this differs from promotions in your country.

## Upcoming Events in February

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 [editorial calendar](#).

- February 4 — [World Cancer Day](#)
- February 9 — [Pizza Day](#)
- February 10 — [Umbrella Day](#)
- February 13 — [World Radio Day](#)
- February 16 — [Innovation Day](#)
- February 18 — [Drink Wine Day](#)
- February 20 — [Love Your Pet Day](#)
- February 24 — [World Bartender Day](#)

## Marketing & Industry Trends

Events and conferences are great avenues to showcase your products. With the right branding, this can also be a perfect opportunity to leverage your business and brand reach.

Let's discuss further why conference branding is so important, how it can help you reach your

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[What is Conference Branding and How to Utilise It Effectively?](#)



### Top 5 Magazine Articles from the Month of January

For January, our team has produced 45 new articles featuring various in-store and online marketing campaigns, promotional merchandise ideas, industry news and many more! Check our top 5 articles below:

1. [How Does 1664 Blanc Lures Shoppers With its Promotional Picnic Set?](#)



2. [Promotional Contest Idea: KitKat's Winning Tet Holiday Marketing](#)



3. [Top 15 Promotional Products for Universities To Attract Students](#)

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What are the top  
**SWAG** items for  
universities?

4. [How Does this Killer Floor Display Stand Grab Attention In-Store?](#)



**HOW TO  
MAKE A  
KILLER POS  
DISPLAY**

**KENZO**

5. [4 Secrets to An Impressive Seasonal Merchandising Display.](#)



## Mergers, Acquisitions & News

- [Stran & Co. to Acquire a Distributor that Generated \\$19 Million In 2022 Sales](#)
- [Asia-Pacific shares trade mostly lower; China's manufacturing activity shows growth](#)
- [Avantium and Henkel sign offtake agreement on FDCA for adhesives to be used in electronics applications - Industry Europe](#)
- [IMF improves economic forecast for the eurozone and Russia amid energy crisis and raging war](#)
- [7 Ways To Research Sales Prospects](#)

## Branding Tips & Tricks

Out-of-home advertising increasingly become popular as people started going back to work and offices. What's a better way of inviting people and introducing them to your brand than branded outdoor umbrellas so they can find shelter from the weather? We included three ways of incorporating them into your marketing here:

[Top 3 Ways to Get the Most Out of Your Custom Logo Umbrellas!](#)



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



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