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April 2024 Newsletter from ODM

Company News

Due to the observance of the Qingming Festival, the ODM office in Zhuhai, China, will be closed on Thursday, April 4th, while the VN office will maintain its regular operation.

Learn some interesting facts about this significant holiday.

[Qingming Festival 2024: Observing Tomb Sweeping Day in China](#)

Key Events in April

Check out some key events this month to help you plan marketing campaigns accordingly. For the complete list, take a look at our [editorial calendar](#).

- [April 1 - April Fool's Day](#)
- [April 2- Children's Book Day](#)
- [April 4- Qingming Festival](#)
- [April 6- Army Day](#)
- [April 7- National Beer Day](#)
- [April 9- Internet of Things Day](#)
- [April 10- Golfer's Day](#)
- [April 11- Pet Day](#)
- [April 15- Anime Day](#)
- [April 22- Earth Day](#)
- [April 30- International Jazz Day](#)

Marketing & Industry Trends

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uniqueness.

From billboards to street furniture, this idea has evolved over time.

[Street Advertising: Types and Strategies Explained](#)



Top 5 Magazine Articles from March

For January, our team has produced **30** new articles featuring various in-store and online marketing campaigns, new and innovative promotional products, as well as industry insights! Check our top 5 articles below:

1. [10 Types of Marketing Campaigns That Drive Sales](#)

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TYPES OF MARKETING CAMPAIGNS THAT DRIVE SALES



Seasonal Marketing



Gamification



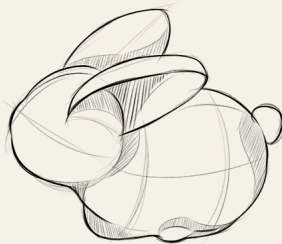
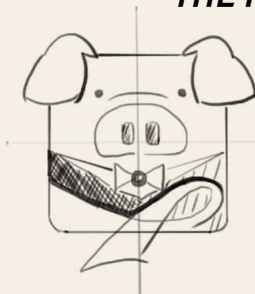
Contest

2. What is a Spec Sheet: Your Business's Blueprint for Success!

ODM GROUP

WHAT IS A SPEC SHEET?

THE INSIDER'S GUIDE TO PRODUCT SPECIFICATIONS



Mindsparkez Design Agency		# XXXX
Design Approval Form		Date (日期): 23 July, 2023
Item name (项目名称):	Order quantity (订货数量):	
Name	XXXX	
Manager (项目经理):	Product information (产品信息):	Artwork information (设计信息):
Name	Product size (产品尺寸):	Artwork (客户图):
Designer (设计师):	Product size tolerance (产品尺寸公差):	Artwork color (设计颜色):
Name	XXXX	XXXX
Quality Control (质量控制经理):	Material (产品材料):	
	XXXX	
Carton marks:		Product color (产品颜色):
Front marks		XXXX
Art (product name)		
Side marks:		
Description: XXX (product name)		
Quantity: PCS		
Carton size: CM		
C/W: MGS		
Carton No. 47		
Other descriptions for manufacture notes: TO BE Provided by the client: How will the product be used? Other function items should be conducted?		
Important: Colors displayed on the images above may be different from real life colors. Please, always approve colors and material swatches using match books and color palettes. Thank you.		
Mindsparkez		
44 Hong Zhu 846g, Zhonghu Ave., Jiao Zhushi, China, 510015 +86-0754-682278 info@mindsparkez.com		

3. The Power of Brand Mascots: Benefits, Tips, and Examples

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4. [Business Sign Ideas & Creation To Illuminate Your Success](#)



5. [20+ Tech Company Swag Ideas To Charm Your Digital Savvy](#)

24 BEST TECH COMPANY SWAG IDEAS FOR 2024



Mergers, Acquisitions & News

- [China's Factories Send Mixed Signals about the Economy, Pressing Beijing to Do More](#)
- [China's Industrial Profits Return to Growth as Conditions Stabilise](#)
- [China's Factory Activity Slows for Fifth Straight Month](#)
- [EU Council and Parliament Agree to Ban Products Made with Forced Labour in the EU Market](#)
- [NICE Recognized for European AI Product Innovation Industry Excellence](#)

Branding Tips & Tricks

Engraving is one of the most common customization options businesses use for branding. This method allows companies to make a statement both in a practical and stylish way.

Almost all products can be engraved, including water bottles, which are among the most popular. Engraving styles range from elegant scripts to playful graphics, which suit different tastes and preferences.



Thanks for reading, and we would love to hear your feedback. The ODM Group has a lot in store for you. Feel free to visit our website to see informative blogs about our products and services. Moreover, you can check out the case studies we've written about impressive promotional and marketing campaigns conducted by different brands all across industries. Be updated! Let's stay connected!



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