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November 2023 Newsletter from ODM

October was an exciting month with lots of trade shows and clients visiting Asia again. We had some great conversations with suppliers at shows around China and will be publishing some new product ideas over the coming weeks.

Key Events in November

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](#).

- [November 2- Project Management Day](#)
- [November 3- Sandwich Day](#)
- [November 7- Hug a Bear Day](#)
- [November 8- Cappuccino Day](#)
- [November 11- Singles Day](#)
- [November 15- National Recycling Day](#)
- [November 18 - Mickey Mouse Day](#)
- [November 19- International Men's Day](#)
- [November 20 - Universal Children's Day](#)
- [November 21- World Television Day](#)
- [November 21 Entrepreneur's Day](#)
- [November 24- Black Friday](#)
- [November 26- Shopping Reminder Day](#)

Marketing & Industry Trends

combination of stylish, functional and forward-thinking.

That said, you might be wondering what promotional product ideas to offer your customers in 2024. Are there similar ideas that will still be in demand? Let's see what's new and what's in for next year.

[Hottest Promotional Product Trends in 2024!](#)



Top 5 Magazine Articles from the Month of October

For October, our team has produced **31** 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. [Step Into Prosperity: ODM Branded Dragon Merchandise for 2024!](#)

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2. [Swag Bag Ideas: What are My Marketing Gift Options?](#)



3. [Halloween Marketing Idea: How Does Pepsi Bring Thrill in Retail?](#)



4. [What are Marketing Deliverables: A Quick Guide for Your Business](#)



5. [What is the Product Brainstorming Process, & Why is it Important?](#)



Mergers, Acquisitions & News

- [Apple CEO Cook Meets Top Technology Minister as Beijing Demands App Store Compliance](#)
- [China's Economic Recovery Regains Momentum, Edges Closer to Annual Target](#)
- [China's October Factory Activity Likely Rose as Economy Finds Footing: Reuters Poll](#)
- [Eurozone October PMI Adds to Evidence Bloc is Heading for Recession](#)
- [Retail POS Needs and Wants: Data, Security and the Best the Market Has to Offer](#)

Branding Tips & Tricks

Branded merchandise refers to products imprinted with a company's logo, name, or slogan. These items are designed to be distributed as giveaways, corporate gifts, or sometimes even for sale.

They can be used as part of marketing and promotional campaigns. It's a tangible way to engage with your audience and promote your products or services.

Here are many other reasons businesses of all sizes should have at least one type of branded merchandise.

[Going Beyond the Logo: What Is Branded Merchandise?](#)

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



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