

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[View this email in your browser](#)

October 2023 Newsletter from ODM

The ODM office in Zhuhai, China, is closed from Friday, September 29th to Wednesday, October 4th, to observe the Mid-Autumn Festival and China's National Holiday. We will be back on Thursday, October 5th. Our office in Vietnam is open for your inquiries and requests.

Learn some interesting facts about these two monumental occasions and tips on keeping your business running during these holidays.

[Celebrating Mid-Autumn Festival in China: Top 5 Fascinating Facts](#)

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

[China Golden Week Holiday: How to Deal With Potential Business Impacts](#)



Key Events in October

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](#).

- [October 1 - International Coffee Day](#).
- [October 3 - National Boyfriend Day](#).
- [October 4 - Improve Your Office Day](#).
- [October 4 - National Vodka Day](#).
- [October 7 - National LED Light Day](#).
- [October 9 - World Post Day](#).
- [October 10 - National Handbag Day](#).
- [October 15 - World Students' Day](#).
- [October 19 - International Gin & Tonic Day](#).

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

- [October 27 - Bandana Day](#)
- [October 28 - Plush Animal Lovers Day](#)
- [October 31 - Halloween](#)

Marketing & Industry Trends

Tradeshow events offer a prime platform to spotlight your business, yet the path to success isn't as easy as it may seem. Amidst a sea of innovative products, making your brand stand out can be challenging. So, why not explore the potential of sustainable merchandise ideas to leave a mark and craft a lasting impression?

When it comes to making a memorable impact at tradeshows while promoting sustainability, the choice of merchandise matters. Get inspired by these sustainable merchandise for your next event:

[Must-Have Sustainable Merchandise Ideas for Your Next Event!](#)



Top 5 Magazine Articles from the Month of September

For September, our team has produced 27 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. [High-End Ceramic Merchandise as Gifts for Your Big-Time Clients!](#)

Ceramic Merchandise for Your Valued Clients

CORPORATE GIFT IDEAS



2. 7 Effective Tips for Running Successful Contest Marketing In-Store

How to Win Customers the YoMost Way

CONTEST MARKETING IDEA:

GIỜ YO!
QUÉT MÃ HOÁ ĐƠN
VUI HÈ NGẬP QUÀ

tại GS25

100% TRUNG

Khi mua hóa đơn từ 19k các sản phẩm Yemost

GS25 SCAN NGAY ĐỂ THAM GIA

NHẤN VÀO LOGO SIÊU THỊ DƯỚI ĐÂY

Logos of participating supermarkets: eMart, AEON MALL, FamilyMart, GS25, CIRCLE K, WinMart, WinMart+, LOTTE Mart.

ODM GROUP

3. Custom Bottle Neckers: Magnets for Customers

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

4. [Elevating Drinks Promotion with this Premium Wine Display Stand!](#)



5. [Bespoke POP Display Ideas: How Redbull Builds Buzz in Vietnam?](#)



Mergers, Acquisitions & News

- [How India is Rivalling China for Global Manufacturing Dominance?](#)
- [China Industrial Profits Jump Sharply as Economy Stabilizes](#)
- [Apple's Revenue from Products Made in China Could Plummet to Less than a Third in the Next Five Years](#)
- [Euro Zone Manufacturing Downturn Eases, China Rebound Offers Hope!](#)
- [East European Countries Want More EU Checks on Ukraine Grain Corridors](#)

Branding Tips & Tricks

Offering branded apparel provides numerous benefits for brands across various industries. They act as a walking billboard for your brand. People who wear your logo or slogan become mobile advertisements, increasing brand visibility and recognition.

Likewise, these custom-designed apparel ensure your brand's logo and message are consistently displayed. This idea helps maintain a cohesive brand identity across various marketing channels.

Furthermore, branding merchandise is very popular in industries such as drinks and beverages.

For instance, Jack Daniel's and its custom-branded apparel is a testament to the brand's commitment to style and authenticity. Discover how this brand utilised branded apparel in its marketing:

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

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



Copyright © 2020 The ODM Group, All rights reserved.

Our mailing address is:

4A Hung Chu Bldg,
Jida Jiuzhou Avenue,
Zhuhai 519015, China

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Subscribe

Past Issues

Translate ▼

