

IPSOS DIGEST

Essential Marketing Intelligence

Longest Running Weekly Newsletters in Canada

Ipsos Digest is an aggregation and condensation of essential reading material gathered from major trade journals, business papers, newspapers, and websites. Each Digest is tailored to a specific industry, sourcing and encapsulating relevant news to help subscribers be in the information forefront and stay ahead of the game. Whether the industry is Grocery or Foodservice or Automotive, the Ipsos Digest offers an easily digestible summary of the news needed to compete, all curated by the insightful experts at Ipsos.

How It's Used

The dedicated and experienced Ipsos team uses their decades worth of industry knowledge to create newsletters that address specific marketing issues.

Digest allows you to focus and act on the right information and spend less time searching for it.

Digest subscribers save hundreds of hours of reading time by investing in weekly business briefs designed to spark marketing or advertising creativity, challenge or confirm current thinking, kickstart or boost initiatives, provide broad access to relevant domestic and global news and information, or to simply inform.

Industries and Key Categories

- Ipsos Digest Newsletters cover these industries and markets, weekly:
 - Automotive
 - Grocery
 - Foodservice
- Each Digest continuously monitors the following:
 - Industry News
 - Mergers/Acquisitions/Joint Ventures
 - International
 - Government
 - Environment
 - Marketing/Advertising
 - Technology
 - Research/Marketing Research
 - Product News

How We Do It

Continuously sourced news	Aggregation of essential news.
Review of all major trade publications and available news online	No editorializing. Articles are edited for length only, with sources attributed.
Leveraged and synchronized with Ipsos expertise	

We Provide



Weekly Digest newsletter delivered directly to your mailbox.



Economical subscription cost of \$1,000 per year per Digest, with discounted subscriptions for Ipsos customers.



A complementary trial subscription – 8 issues FREE (click here)

For your complementary trial subscription or to subscribe now, contact us:

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