



Voxpopme®

**MARS** GALLO

Panel Discussion

**The power of video research:  
Elevating the consumer voice for  
strategic decision-making.**

# The Panel



## Kandice Coltrain

Senior Vice President of Sales, Voxpopme



## Ana Paula Plasencia Best

Innovation Explorer Global Director, Mars Wrigley

**MARS**



## Alexis Maggi

Sr. Manager, Consumer Insights & Strategy,  
E. & J. Gallo Winery

**GALLO**



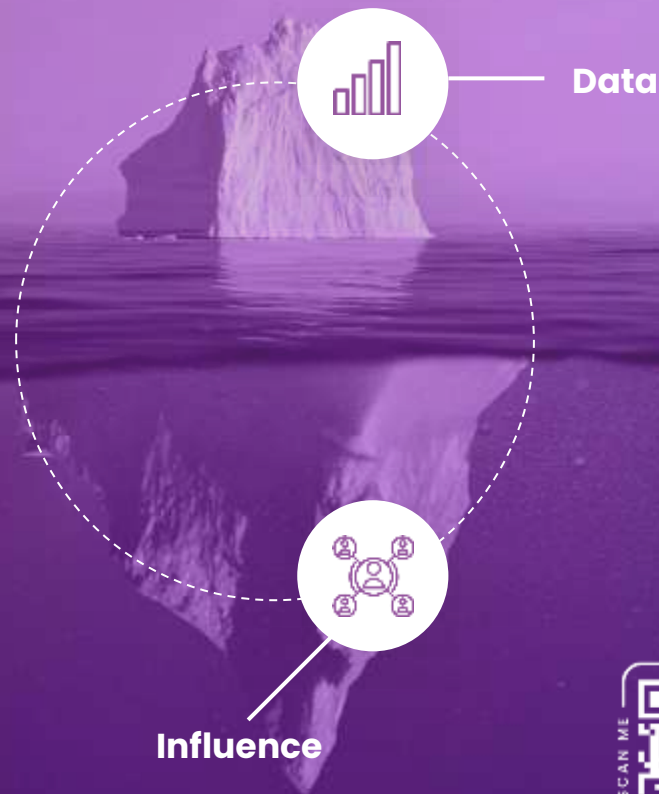


Voxpopme®

MARS GALLO

# The Shift from Data to Influence

Insights teams are moving beyond raw data to strategic storytelling, using video research to bring consumer voices to life and drive real business impact. By humanizing data, video has helped shift internal mindsets and influence key decisions where traditional metrics fell short.





Voxpopme®

MARS GALLO



# AI's Role in Elevating Consumer Insights

AI is enhancing, not replacing, human analysis by accelerating video research and surfacing deeper patterns that might be missed through manual review alone. By combining AI's speed and scale with human intuition, teams are uncovering unexpected insights that elevate the strategic value of their research.





Voxpopme® **MARS GALLO**

# Bringing Consumer Voices into the Boardroom

To ensure insights drive action, teams are using video to bring the consumer voice directly into leadership conversations, making data more relatable and harder to ignore.





Voxpopme®

MARS GALLO

# Practical Takeaways: Maximizing the Impact of Video Research

To make research insights stick, the key is intentional storytelling—using video not just to inform, but to emotionally engage stakeholders.







**That's a wrap!**  
**We'd love to answer**  
**any questions.**

**Scan to book  
your Free AI  
Workshop!**

