

Official Conference

DAY1 10/23[Thu.] DAY2 10/24[Fri.] • Keynote Official Conference

English translation is available for all keynotes and official panel sessions.

🇬🇧 Sessions conducted in English.

Accessible Pass • Full Conference PASS • One Day PASS (10/23) • One Day PASS (10/24) • Visitor PASS

09:00 -
09:40

Opening Session #1 9 Grand Ball Room

What Top Marketers Are Focusing on Now >

Continuous learning is crucial for marketers to grow their businesses and enh...



Etsuko Kazaguchi
JTB Corp.
Executive Officer, Branding,
Marketing and Public Relations Chief
Marketing Officer



Natsumi Akita
Mizuho Financial Group, Inc.
Senior Managing Corporate
Executive, Group Chief Culture
Officer, Group Chief Branding Officer



YOSHIHISA SUZUKI
dentsu Japan
Integrated Solution President

09:45 -
10:00

Opening Remarks #1 9 Grand Ball Room

Opening Remarks



Yuko Furuichi
Comexposium Japan
President and CEO

10:00 -
10:40

Keynote #1 9 Grand Ball Room

Principles for a New Era of Brand and Marketing >

Marketing is undergoing a fundamental reset. As AI reshapes how we create, pe...



Natasha Jakubowski
Anomaly
Global Partner, Chief Innovation
Officer

10:50 -
11:30

Keynote #2 9 Grand Ball Room

Marketing Now >

Some companies are achieving success by applying marketing concepts such as "...



Shu Imanishi
The Coca-Cola Company
IMX(Integrated Marketing
Experience) Lead / Japan & S.Korea
OU-Marketing



Kazuhisa Horikiri
FUJIFILM Holdings Corporation
Corporate Vice President
Design Strategy Office General
Manager
FUJIFILM Corporation
Corporate Vice President
Design Center General Manager



Hirotaka Komiya
DENTSU INC.
General Manager
Future Business Department
Business Producers Division 7



Noritaka Kobuse
dentsu Japan
Growth Officer
Executive Creative Director
Future Creative Center



Ousuke Fukada
DENTSU INC.
Managing Executive Officer
(Marketing)

11:40 -
12:20

Keynote #3 9 Grand Ball Room

Agentic Commerce is Coming. Are You Ready? >

A major shift is underway in commerce and advertising with AI-assisted commer...



Diarmuid Gill
Criteo
Chief Technology Officer (CTO)

12:30 -
13:10

Keynote #4 9 Grand Ball Room

Shaping the Future of Marketing: Insights from the Marketers of the Year 2025 Winner & Juries >

Now in its 8th year, the Marketers of the Year award by Nikkei xTREND honors ...



Kaori Okamura
NH Foods Ltd.
Marketing&Promotion
Office,Marketing Management
Department,Processed Foods
Business Division



Akie Iriyama
Waseda Business School (Graduate
School of Business and Finance)
professor



Daisuke Otobe
Coup Marketing Company Inc.
CEO



Koji Kage
Office Kage Koji Corporation
Creative Director/Marketer



Tomonobu Tominaga
Preferred Networks, Inc.
SVP, Chief Marketing Officer



Michiko Kitahara
MICHI inc.
CEO



Yuusuke Nakamura
Nikkei Business Publications, Inc.
Editor-in-Chief, Nikkei x TREN



Yuko Furuichi
Comexposium Japan
President and CEO

Brand&Marketing

Media&Content

Data&Technology

Ethics&Society

Japan&International

Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments

Envisioning the Ideal Media and its New Relationship with Content, Designing Communication that Captures the Hearts of Consumers

Considering Business Opportunities and the Expansion of the Customer Experience Value through Proper Use of Data and Technology

How should companies and brands engage with society? These sessions delve into the marketer's role and perspective through concrete discussions on topics such as the SDGs, regional revitalization, and intergenerational issues.

Focusing on the Japanese Market, Consumer Insights, Corporate Marketing, and Branding, as well as Discussing Internationally Notable Topics

BM-1 Room9
13:30 - 14:20
Turning Empathy-Based Branding into Measurable Value >

With the rise of digital advertising, there has been a heavy emphasis on meth...

Moderator
Motohiro Tokuriki
note, Inc.
note producer / Blogger
note

Takaya Matsuda
HERALBONY Co., Ltd.
Co-CEO
HERALBONY

Tatsuya Okamoto
AJINOMOTO CO., INC
Executive Officer&Vice President Deputy General Manager Food Products Division&General Manager Marketing Design Center

Misa Ueda
Dentsu Inc.
Marketing Division 1
dentsu

MC-1 Room7
Fake news, ad fraud, media company scandals. The advertising landscape grows ...

Moderator
Shinjiro Ninagawa
TV TOKYO Holdings Corporation
テレ東HD Executive Officer

Akira Nakamura
DoubleVerify Japan K.K.
Marketing Director, Japan and North Asia
DV DoubleVerify

Makoto Koide
Japan Joint Industry Committee For Digital Advertising Quality & Qualify(JICDAQ) Executive Director
Japan Advertisers Association(JAA) Visiting Researcher

Mitsuru Gosha
KDDI CORPORATION
Media Planning Section / Group Leader
KDDI

DT-1 Room5+6
Avoiding "Analysis Fatigue": Smarter Ways to Work with Data >

Data accumulates daily, growing not only in volume but also in diversity and ...

Moderator
Akitaka Ishida
DENTSU INC.
Senior Consulting Director and HRM Co-Director, Data Marketing Division
dentsu

Ryosuke Kogure
SHISEIDO JAPAN
Aging care Marketing Dept. Brand Manager
SHISEIDO

Keiko Shimoji
NTT DOCOMO, INC.
Consumer Services Company, Content Services Department, and Marketing Promotion Department, Chief
docomo

Satomi Inaba
Kao Corporation
Manager, Data Analytics, Data Intelligence, Digital Strategy
KAO

ES-1 Room3+4
Rethinking Corporate Responsibility: Beyond SDGs and DE&I Checklists >

As sustainability, AI, and technological innovation accelerate, and discussio...

Moderator
Keiko Mori
FICC inc.
CEO
F FICC

Izumi Yokoyama
HAKUHODO PRODUCT'S INC.
Senior Experience Planner, Executive Manager, Experience Planning Department, Event Space Promotion Division
PRODUCTS

Mayu Daigo
Nikkei Inc.
Manager Ad Operations Group Marketing Solutions Unit, Media Business
NIKKEI

Manami Kawazu
YO-HO Brewing
Brand Promotion Unit Director
YO-HO

JI-1 Room1+2
Creating Culturally Sensitive Ads: Avoiding Pitfalls in Global Communication >

This session will explore how to craft campaigns that resonate across regions...

Moderator
Melynie Yoneda
Crimtan Japan KK
Senior Sales Manager
crimtan

Ed Pank
LIONS APAC
SVP
LIONS

Miho Sugimoto
Domino's Pizza Japan, Inc.
Executive Vice President / Chief Marketing Officer
Domino's

Misaki Nagaya
CNN International Commercial
Sales Director, Japan
CNN

BM-2 Room9
14:35 - 15:25
Reviving Mature Brands: Keys to Successful Rebranding >

Brands cannot survive without evolving with the times. Even long-established ...

Moderator
Koji Kage
Office Kage Koji Corporation
Creative Director/Marketer
Office Kage Koji

Hiroyo Yamanishi
Morinaga Milk Industry Co.,Ltd.
Marketing Communicarion / Manager
Morinaga

Yumiko Sekine
Meiji Company, Ltd.
Yogurt G, Fermentation Marketing Department, Global Dairy Business Division
meiji

MIKAKO KAWAGUCHI
Earth Corporation
Senior Executive Officer Director General, New Value Creation Headquarters and General Manager, Communication Design Dept.

MC-2 Room7
How Short-Form Content Is Reshaping Brand Communication >

How Can Short-Form Content Accelerate Brand Growth? The unstoppable shift tow...

Moderator
Masaki Nishida
SOLANA,LLC
CEO
SOLANA

Yohei Kohakura
KDDI Corporation
Personal Business Division DX design Department Group Leader
KDDI

Carlos Qiu
Bytedance K.K.
Executive Officer | General Manager of TikTok Shop Japan
TikTok Shop

Saki Yogoro
ONE MEDIA Inc.
Chief Operating Officer
LINE

DT-2 Room5+6
Who Owns the Data? A Deep Dive into Data Portability >

What is "World ID," the initiative launched by OpenAI's Sam Altman to enable ...

Moderator
Yuichi Arizono
Microsoft Advertising
Regional Vice President Japan
Microsoft Advertising

Hiroshi Maruyama
dentsu, Inc.
General Manager
dentsu

Kohei Yoshida
Office of Digital Administrative and Fiscal Reforms Cabinet Secretariat, JAPAN
Deputy Director-General
FYD

Tomoe Makino
Tools for Humanity Corporation
General Manager, Japan
Tools for Humanity

Raul Allikivi
GIG-A
Founder & CEO
GIGA

ES-2 Room3+4
How Marketers Can Help Solve Local Issues >

This session, titled "How Can Marketers Contribute to Solving Regional Issues..."

Moderator
Syuichi Namai
Ibaraki Prefectural Shimotsuna First High School and Junior High School
school principal
Ibaraki Prefectural Shimotsuna First High School and Junior High School

MAKOTO KAWAZU
SUMITOMO MITSUI FINANCIAL GROUP
Digital Strategy Dept. Senior Vice President
SMBC

Hayate Usui
KODANSHA LTD.
IP Business Department Director
KODANSHA

Daisuke Shimmei
TOKYU LAND CORPORATION
Senior Manager / Brand Promotion Office
TOKYU LAND CORPORATION

JI-2 Room1+2
Leveraging "Japan's Strengths": What Does It Take to Win in the Global Market? >

As companies accelerate their global expansion, many marketers are grappling ...

Moderator
Hiroaki Minami
Kodansha
Editor in Chief
KODANSHA

Takeshi Kato
Yamaha Corporation
Corporate Branding Division , Leader
YAMAHA

Hitomi Oshitani
Ministry of Foreign Affairs
International Cooperation Bureau, Development Policy Division, Assistant Director
Ministry of Foreign Affairs

Akiko Shimizu
Shiseido Japan
Vice President, Cle de Peau Beaute Marketing Department
Shiseido

15:40 -
16:30

Room 9	Room 7	Room 5+6	Room 3+4	Room 1+2
BM-3 Emotional Loyalty in the Next Generation: Designing to Inspire Repeat Use and Advocacy > Point-based systems alone can no longer foster loyalty. What kinds of emotion... Moderator  Yuichi Ishizumi Rakuten Group, Inc. Executive Officer  Katsuhiko Iwao Kao Corporation CX Innovation Director  Kei Ogata Bace Co., Ltd. Chief Operating Officer  Tetsushi Nakajima Hoken No Madoguchi Group Inc Marketing Dept/ General Manager 	MC-3 Rethinking Immersive Media: From Viewing to Experiencing > Can you imagine the customer experience on the day smartphones disappear? Moderator  Koichi SHIMABUKURO Daimaru Matsuzakaya Department Stores Co.,Ltd. Digital Transformation Strategy Office  Shohei Komatsu The University of Tokyo Division for Strategic Communications Advisor  hiroyuki hiki LY Corporation Entertainment Business Department Marketing UX Specialist  norikatsu kiriha DAIWA HOUSE INDUSTRY CO., LTD. Housing Solutions Division Technical Management Department Technology Development Department IT Operations Office Design Group 1 Group Leader 	DT-3 Redesigning KPIs: Focusing on What Really Matters > Three marketers with different perspectives take the stage for a "real meetin... Moderator  Tadasuke Shiomi Recruit Co., Ltd. Corporate Executive Officer  Akiko Takeda LY Corp. Marketing Service CBU Unit Lead  Tatsuaki Kurata DENTSU INC Data Marketing Division Growth Consulting Department 2  Shuichiro Tanida dip Corporation Marketing Headquarters Platform Marketing Division baitoru Division Department Head 	ES-3 From Words to Action: Making Purpose Truly Operational > This session explores how to discover, embed, and translate an organization's... Moderator  Yasuhiro Tanaka CEO, Grid Co. CMO, Yoshinooya Corporation Member of Brand Strategy Committee, Japan Sports Association Start-up support  Ken Matsuda The Breakthrough Company GO Creative Director  Takayoshi SOTANI Mizuho Financial Group GM, Corporate Culture Office / Corporate Brand Director  Yoko Motoshima SSP Co., Ltd. Head of Brand & Innovation  Akiko Yoshikawa Ricoh Company, Ltd. General Manager of Communications Strategy Center 	JI-3 Beyond Tourism: Building Inbound into a Sustainable Economic Foundation > As Japan faces population decline, securing foreign revenue is no longer opti... Moderator  DAIKI NAKATA CyberAgent, Inc. Executive Officer  Katsu Nakazawa Japan Airport Terminal Co.,Ltd Marketing Management Division, Vice President  Shinko Osada Future Design Shibuya Director of the Board  TOMOHIKO MORI Shiseido Japan Business Strategy & Development Dept. Tourist Marketing Development Group Group Manager 

16:45 -
17:35

Room 9	Room 7	Room 5+6	Room 3+4	Room 1+2
BM-4 Can Over-Optimized Ads Still Move People? > As we continue to prioritize efficiency, can advertising still resonate emoti... Moderator  Kazuto Hakata CyberAgent, Inc. General Manager, Creative New Business Division  Kent Imataki Boku to Watashi and. Inc Chief Executive Officer  Nanae Yamagishi X Corp. Japan K.K. Next / Senior Brand Strategist  Taeko Uchiyama Kanro Inc. Division COO, Marketing Div. Managing Executive Officer 	MC-4 Media Planning 2026: Adapting to a Rapidly Evolving Landscape > This session will discuss integrated media planning with an eye toward 2026, ... Moderator  Kenta Noyashiki AJA Inc. CEO  Ryo Wagatsuma ASAHI BREWERYES, LTD. Communication Design Department/Deputy manager  Tomoko Aizawa KDDI CORPORATION Brand Communication Division  Hiroaki Takei Nippon Television Holdings, Inc. Ad Optimization, Sales Strategy, Sales 	DT-4 UGC Insights: Unlocking and Leveraging Consumer Voices > In this session, advertisers, agencies, and platforms will share their perspe... Moderator  Yuko Maruyama Meta Platforms, Inc. Industry Manager, CPG & D2C  Masashi Miyamae DENTSU INC. Data Marketing Division Growth Consulting Department1 General Manager  RYU OHMACHI ISEHAN CO.,Ltd Communication Headquarters Executive Officer and General Manager  Yuri Egami X Corp. Japan K.K. Head of Brand Strategy, Next Japan 	ES-4 Beyond "Healthy": Senior Well-Being and the Role of Brands > Being recognized as the "world's longest-lived nation" sounds impressive, but... Moderator  Koji Ishii PERSOL CAREER CO., LTD. Corporate Strategy Division General Manager  Hideaki Kikuchi Ministry of Health, Labour and Welfare Japan Pension Bureau, Communication Planning Office  Eriko Kitao Pippinkirari, Inc. Founder & CEO  Kayo Ootaka Hakuhodo Inc. Institute of 100-Year Seikatsu-sha Life Leader 	JI-4 What EXPO 2025 Taught Us About Japan's Global Communication > The 2025 Osaka-Kansai Expo. Numerous major corporations exhibited their own p... Moderator  Saori Kiryu Vector Group Executive Vice President  Takashi Amano DAIKIN INDUSTRIES, LTD., Publicity Group  Fumie Hirose Kubota Corporation General Manager of Global Branding & ESG Communication Section 

Accessible Pass  Full Conference PASS  One Day PASS (10/23) 

18:00 -
20:00

Networking Party #1  Grand Ball Room

Networking Party (17:30 Door Open)



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Accessible Pass  Full Conference PASS  One Day PASS (10/23)  One Day PASS (10/24)  Visitor PASS

09:30 -
09:50

Opening Remarks #2

The New Blueprint for Marketing >

As the world grows increasingly unstable and societal challenges become more ...



Jennifer Willey
Wet Cement
Founder and CEO

10:00 -
10:40

Keynote #5

Capital Meets Creativity: How Investors and Entrepreneurs Will Redefine Marketing's Future >

The future belongs to those bold enough to create it. As new ventures disrupt...



Takafumi Horie
SNS media&consulting,inc.
Founder



Hideto Fujino
Rheos Capital Works, Inc.
Representative Director, President

10:50 -
11:30

Keynote #6

Turn consumer indecision into opportunity >

Abandoned purchases aren't just lost sales—it can signal a deeper psychologic...



Elizabeth Mansfield
Pinterest
Senior Director, Global Business Marketing



Kei Narita
Pinterest Japan
Managing Director



MARIKO ITABASHI
Kao Corporation
Media planning Management Director

11:40 -
12:20

Keynote #7

The Power of Sensory Advertising: Marketing That Enhances Attention, Evokes Emotion, and Drives Results >

In today's world overflowing with information, creating experiences that appe...



Elisa Kelsall
JAPAC at Spotify
Head of Advertising Sales



Tony Elison
Spotify Japan
Managing Director

Brand&Marketing

Media&Content

Marketing with AI

Retail&Commerce

People

Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments

Envisioning the Ideal Media and its New Relationship with Content, Designing Communication that Captures the Hearts of Consumers

AI is no longer just a tool for improving efficiency—it's beginning to impact creativity and organizational design. This category explores the future of marketing where humans and AI collaborate, examining practical applications and approaches from multiple perspectives.

Seeking New Business Opportunities Arising from the Evolution and Expansion of Customer Buying Behavior

Considering How to Build a Marketing Organization that Strengthens the Brand

BM-5  **The New Consumer 2025: Rethinking Customer Understanding** 

Behavioral logs and data are no longer enough to capture today's shifting con...

Moderator
 **Etsuko Kazaguchi**
JTB Corp.
Executive Officer,
Branding, Marketing and
Public Relations Chief
Marketing Officer

 **Hideki Ishibashi**
NTT DOCOMO, INC.
Senior Vice President
Head of Marketing
Solution Consumer
Service Company

 **Hiroaki Haji**
Akachan Honpo Co.,Ltd.
Chief Marketing Officer &
Director

 **Kota Takeuchi**
CyberAgent, Inc /
WinTicket, Inc
Chief Marketing Officer

MC-5  **Sports as Media: Its Value and Potential for Brands** 

Is sports still the most powerful content? Its live nature, passionate fandom...

Moderator
 **Riku Yamada**
AbemaTV, Inc. Head of
Business Development
Department
CyberAgent, Inc.
Managing Executive
Officer

 **Miho Kinoshita**
JTB Corp.
Group Leader, Group
Headquarters
Branding, Marketing and
Communications Team

 **Takehito Nohara**
Rakuten Vissel KOBE
Department Manager

 **Kojo kurotobi**
Undo Tsushinsha, Inc.
Founder

AI-1  **The Irreplaceable Power of Asking the Right Questions in the Age of AI** 

As generative AI accelerates, what human skills remain essential for marketer...

Moderator
 **Daisuke Otobe**
Coup Marketing
Company Inc.
CEO

 **Kazuhiro Obara**
Catalyst

 **Michiaki Matsushima**
CONDÉ NAST JAPAN
WIRED JAPAN, Head of
Editorial Content

 **Kota Yamanishi**
DENTSU INC.
Marketing Consulting
Department 2, Marketing
Division 7 & AI Master,
Integrated Marketing
Planner

RC-1  **Can Direct-to-Consumer EC Models Survive?** 

As customer touchpoints diversify, what value should your company's e-commerce...

Moderator
 **Yudai Kawai**
DENTSU INC.
e-Comm Business
Consulting Department,
Marketing Division 5/
Chief Commerce
Marketing Director

 **Takaaki Hasegawa**
FANCL CORPORATION
Information Technology
Division, Information
Systems Department
Manager

 **Yoko Torihashi**
e'quipe, LTD. (Kao Group)
General Manager of DX
Department

 **Kenji Yoshikawa**
ZENB JAPAN Co., Ltd.
Marketing & Direct Group
Manager

PP-1  **Rethinking "Work" in the Age of Recruitment Marketing** 

Happiness at work is depended by whom you work with. And each employees' atti...

Moderator
 **Tomonobu Tominaga**
Preferred Networks, Inc.
SVP, Chief Marketing
Officer

 **Shun Iwanabe**
DENTSU INC.
Marketing Division 5
Marketing Consultant

 **Megumi Tsuneyama**
Panasonic Connect
Co.,Ltd.
Design & Marketing
Headquarters
Communication
Department

 **HIROYUKI NAGASHIMA**
Human Capital
Management Association
of Japan
Board Member

13:30 -
14:20

14:35 -
15:25

BM-6  **Rethinking Ad Spend: From Cost to Investment** 

In an era where ROI is everything, are we undervaluing advertising that build...

Moderator
 **Takahiro Iizuka**
Hakuhodo Inc.
Senior Executive and
General Manager, AaaS
Business Strategy
Division

 **Soma Tanaka**
BuySell Technologies
Co., Ltd.
Executive Officer, Head
of Marketing
Headquarters

 **Masaki Tabe**
NOVASELL INC.
Representative Director
& President

 **Daisuke Nakamura**
dip Corporation
Marketing Department
Head

MC-6  **Connecting Directly in B2B2C Models** 

Consumer goods companies often reach customers indirectly through wholesalers...

Moderator
 **Yuki Ono**
LINE Corporation
Corporate Officer Senior
General Manager
Business Design Group
Marketing Solution
Company

 **Naoya Baba**
Suntory Spirits Ltd.
Senior General Manager
of Strategy Promotion &
CRM Dept.

 **Tomiko Nakagawa**
Kao Corporation
D2C Business Manager

 **Taro HAYASHI**
Mizkan Holdings Co., Ltd.
Communication
Division_Corporate
Officer

AI-2  **Hyper-Personalization through AI Agents: The Future of 1:1 Brand Experiences** 

AI agents are evolving rapidly, enabling truly personalized brand experiences...

Moderator
 **Daisuke Tomozawa**
PERSOL TEMPSTAFF CO.,
LTD.
CMO

 **Hiroko Tachinami**
Microsoft Japan Co., Ltd.
Account Director,
Microsoft Advertising

 **Rieko Uesaki**
dotdigital
Head of Japan

 **Mimori Iinuma**
HAKUHODO Inc.
Marketing Planning
Director,CX & Service
Planning Department,CX
Creative Division

RC-2  **The Future of Retail Media – How Four Retail Leaders Envision Its Evolution** 

*This session is live-only and will not be available for viewing after the ev...

Moderator
 **Hitomi Iba**
IBA Company Ltd.
President

 **FUYUKI KOKURYU**
Data One Corp.
President CEO

 **Kaori Tanaka**
AEON Retail Co., Ltd.
Digital Marketing Dep
General Manager

 **Mami Kobayashi**
Pan Pacific International
Holdings
pHmedia Co., Ltd
Director

 **Katsuki Sugiura**
SEVEN-ELEVEN JAPAN
CO.,LTD.
MARKETING
DEPARTMENT DIGITAL
SERVICE DIVISION ,
RETAIL MEDIA
PROMOTION DIVISION
GENERAL MANAGER

PP-2  **Will Marketing Still Be an Attractive Job in 10 Years?** 

As AI and other technologies evolve at lightning speed, many young and mid-ca...

Moderator
 **Ikuko Ota**
Accenture Song
Managing Director

 **KATSUAKI NAGUMO**
TORIDOLL Holding
Corporation
Executive Officer Chief
Marketing Officer &
Marugame Udon Inc.
Executive Director Head
of Marketing Division

 **Katsura Ito**
Commissioner, National
Personnel Authority
(NPA)
Former: General
Manager, Chief Learning
Officer Enterprise
Skilling, Microsoft Japan
Co., Ltd.

 **Shunsuke Konno**
SBI Sumishin Net Bank,
Ltd.
Executive, Head of
Marketing Strategy
Department

15:40 -
16:30

Room9	Room7	Room7	Room5+6	Room3+4	Room1+2
BM-7 Marketing from 2000 to 2025: What's Changed, What's Next > Search ads, social media, smartphones, D2C, AI—the marketing landscape has ev...	MC-7 Beyond Social Media: Building Strong Brand Communities > As advertising budgets continue to rise, the cost-per-acquisition of traditio...	AI-3 Beyond Efficiency: How AI Can Drive True Value Creation > With AI, "reducing workloads" is now a given. The real question is—are you cr...	RC-3 From Conversion to Reconnection: Rethinking UX for Repeat Purchase > Everyone, in the rush to meet daily KPIs and KGIs, are we perhaps unconscious...	PP-3 Talent Development Is an Investment: Human Capital in Marketing > Tired of endless discussions about systems? It's time for marketing to take t...	
Moderator  Omi Suzuki Meta Director, Head of Vertical Industry 	Moderator  Hideki Ojima Association for Promotion of Community Marketing Representative Director 	Moderator  Yuki Yamaguchi Panasonic Connect Co., Ltd. Senior Vice President, Chief Marketing Officer (CMO) Managing Director, Design and Marketing Division In charge of DEI Promotion and Corporate Culture Transformation 	Moderator  Kosuke Takeshita DENTSU INC. e-Comm Business Consulting Department 	Moderator  Hirokazu Kai Unified Service, Inc. Marketing 	
 Michiko Kitahara MICHI inc. CEO 	 Yuri Nakatani Mimi Beauty Co., Ltd. Director 	 Masayoshi Okuda Recruit Co., Ltd. Director, Automotive Marketing Department, Marketing Division 	 Naohiro Horikawa Rakuten Group, Inc. Account Innovation Office General Manager 	 Yuya Suzuki Tokyo Gas Co., Ltd. Team Leader, WindMill Academy, Marketing Development Office, Living Strategy Department, Customer & Business Solution Company, Tokyo Gas Co., Ltd. 	
 Yoshitake Katayama DAIKIN INDUSTRIES, LTD. Publicity Group Manager 	 Chihiro Tokai Japan Performing Arts Foundation Director 	 TOMOHaru Senda DENTSU INC. Marketing Division 1 	 Atsushi Taya AGC Inc. D&P Promotion Department Marketing DX Unit Leader 	 Hiroyuki Takaguchi Seeds & Strategies Inc. CEO 	
 Takeshi Suzuki New Balance Japan, Inc. Director of Marketing 	 Sawako Jono Hands INC Customer Marketing Department Department Manager 	 Kenji Takeyama TSI Inc E-commerce Headquarters CRM + Marketing Dept. Data Management Section Manager 		 Takeshi Nishimura Yamaha Motor Co., LTD. Product Strategy Division, Marketing Section 	

16:45 -
17:35

Room9	Room7	Room7	Room5+6	Room3+4	Room1+2
BM-8 When IP Becomes a Brand: Marketing in the Age of Character Coexistence > IPs are no longer just assets for IP holders. They're now the key for any com...	MC-8 Co-Creating the Future of Advertising: Media X Brands Partnerships > 3 people (plus 1?) from the creative world talk frankly about what is the key...	AI-4 Marketing Organizations in the Age of AI: From Talent to Operations > It is said that Homo sapiens were able to spread across the globe—while the p...	RC-4 Retail Tech and the Future of Shopping > Retail technology is now reshaping the very nature of shopping. Beyond simple...	PP-4 Making Strategy Stick: Building a Marketing-Driven Organization > In recent years, projects involving marketing—and even day-to-day operations—...	
Moderator  Noriko Suemoto ADK Marketing Solutions Inc. IP Business Planning Department, Marketing Intelligence Center / Senior Planning Director 	Moderator  Aiko Suzuki Kao Corporation Legal Department, DX Support Scrum Inc. Registered Scrum Master 	Moderator  Daisuke Inoue KIYO Learning Co.,Ltd. Executive Officer 	Moderator  Hidetoshi Uchiyama unerry Inc. Chief Executive Officer 	Moderator  MASAYUKI Hori SAKUSEN TOKYO,inc CEO and Representative Director 	
 Kosuke Okura Sanrio Company, Ltd. Data&Technology Department General Manager 	 Takushi Izawa baton corperation Alliance 	 Futoshi Nakagawa SoftBank Corp. Deputy Director, Marketing DX Division, Data Solution Division Enterprise Unit 	 Hiroshi Koyama Mitsubishi Shokuhin Co., Ltd. Managing Executive Officer In charge of Marketing Development 	 Satoshi Nohara KAO corporation Hair Care Business / Brand Manager 	
 Natsumi Akita Mizuho Financial Group, Inc. Senior Managing Corporate Executive, Group Chief Culture Officer, Group Chief Branding Officer 	 Kazuaki Hashimoto QREACTION inc. director. 	 Saki Minoda CyberAgent, Inc. Internet Ad Agency Director 	 Tatsuya Nagamori Shiseido Company, Limited Digital Strategy Dept., Vice President 	 Tomoko Uemura Sapporo Breweries Ltd. Marketing Division – Wine & Spirits Brand Marketing Department 	
 TOMOKI Moriguchi KODANSHA LTD. Rights Merchandising Department Director 	 Ikuko Mukai AJINOMOTO CO., INC. Communication Design Department / General Manager 	 KENJI Otake AJINOMOTO CO., INC. General Manager Marketing Development Dept. 	 HIROFUMI Hamaguchi Dentsu Inc Managing Director Data&Technology Center 	 Kaori Okamura NI Foods Ltd. Marketing&Promotion Office, Marketing Management Department, Processed Foods Business Division 	

Accessible Pass  

18:00 -
20:00

Networking Party #2 

Networking Party (17:30 Door Open)

Announcing the Best Session Rankings!



Exhibition Stage

DAY1 10/23[Thu.] DAY2 10/24[Fri.]

Accessible Pass One Day PASS (10/23) One Day PASS (10/24) Visitor PASS

12:00 -
12:40

ExhibitionStage #1-1

"Ad Uhyoo!" Presents: "What Is the Ideal Relationship Between Advertisers and Creators in the Coming Era?"

Presented by the YouTube channel "Ad Uhyoo!", which shares the fun and excite...



FUKUSATO SHINICHI
ONE SKY INC.
Creative Director / CM Planner /
Copywriter



Yamada Mone
CyberAgent, Inc.
ABEMA & IP Sales team Senior
Manager



Sato Akira
KOIKE-YA Inc.
President



Ishii Gen
Neandertal Inc.
Creative Director / Art Director

ExhibitionStage #2-1

How to Communicate Without Annoying Customers — Insights from Consumers and Companies

This session is designed for those involved in brand customer communications,...



Kudo Kohei
Sony Corporation
Global Sales & Marketing Strategic
Planning Department



Hasebe Takahiro
Ryohin Keikaku Co., Ltd.
Marketing Department



Sato Mari
FANCL
Marketing Promotion Management
Office Direct Sales Division
Strategic Planning Department
Customer nurturing Group



YOSHIMURA HARUNA
Francfranc Corporation
Product Strategy Department /
Senior Staff



Sasase Sonoko
Recruit Co., Ltd.
Promotions Product Management
Office



**Digital Marketing
INSTITUTE**

13:00 -
13:40

ExhibitionStage #1-2

Supercharge Your Marketing with Google's Multimodal AI

Explore how Google's latest AI breakthroughs, including the next-generation m...



Kanno Shoichi
Google Cloud Japan G.K.
Global Specialty Sales, Sales
Specialist



Akuzawa Takumi
Google Japan G.K.
Creative Works, Creative
Technologist



ExhibitionStage #2-2

Exploring Agentic Commerce with Former Kao EC Division Director and Principal Namai — How AI Agents Are Pioneering New Customer Experiences and the Future of Commerce

This session presents the latest innovations from ZEALS, a Japan-based AI age...



Watanabe Daisuke
ZEALS Co., Ltd.
Corporate Officer



Namai Syuichi
Ibaraki Prefectural Shimotsuna
First High School and Junior High
School
school principal



zeals

14:00 -
14:40

ExhibitionStage #1-3

The Era of Outdoor Advertising Going "Visual": How "Operational" Can DOOH Become?

By combining MASTRUM's OOH data with The Trade Desk's advanced digital advert...



Omori Kenichiro
WPP Media Japan
Vice President



Shirai Yoshinori
The Trade Desk Japan K.K.
Inventory Development, Director



Naraoka Kazuya
The Digital X LLC
CEO



Liu Bin
JR EAST MARKETING &
COMMUNICATIONS, INC.
Product Section, MASTRUM
Promotion Center, Media Solution
Headquarters



ExhibitionStage #2-3

YKK's Journey to a Global Social Media Operation: Goals and Realities

YKK, a truly global company, faced common challenges among local social media...



isaksson martin
BrainPad Inc.
PD Unit Brandwatch Engagement
Group



sera yukihisa
YKK CORPORATION
Global Brand Strategy Department
Business Strategy Division



Yamamoto Tae
YKK CORPORATION
Global Brand Strategy Department
Business Strategy Division



Brandwatch

15:00 -
15:40

ExhibitionStage #1-4

Evolving Customer Experience Through Digital Marketing: A Conversation Between Neo First Life Insurance and Capex >

Behind every breakthrough lies a challenge—and the determination to overcome ...



Kogame Shuntaro
Capex, Inc.
Founder/CEO



Nishiyama Shuhei
The Neo First Life Insurance Co., Ltd.
Digital Innovation Division, Market Innovation Department line manager



Ikeda Kosuke
Capex, Inc.
Business Development, Account Executive



Mamori Yuki
The Neo First Life Insurance Co., Ltd.
Digital Innovation Division, Market Innovation Department assistant manager

ExhibitionStage #2-4

Marketing at the Heart of Society – From Competition to Co-Creation: Insights from the Japan Marketing Awards Winners >

Amid the rapid evolution of technology—particularly with the rise of generati...



KAJI Yoshimitsu
Cinnamo
Chairman & CSDD



Suzuki Risako
Mynavi Corporation
Digital Technology Headquarters Brand Communication Division2



ISHII Madoka
JAPAN MARKETING ASSOCIATION
Public relations Department
Senior Planner



Furuichi Yuko
Comexposium Japan
President and CEO



16:00 -
16:40

ExhibitionStage #1-5

Who to show it to and where to show it—effective methods for increasing brand awareness through outdoor advertising >

The digital out-of-home (DOOH) advertising market continues to grow steadily ...



Oyama Yasuo
Geniee, Inc.
Director, Demand-Side Business Headquarters



Nakanishi Hideyuki
IRIS Inc.
Media Sales Department Manager and Media Operations Department Marketing Group Group Manager



17:00 -
17:40

ExhibitionStage #1-6

Learning from Kao Hair Care's Success Stories: The Essence of SNS Marketing >

Kao Hair Care continues to generate buzz with new brand launches like “melt,...



Nakatani Yuri
Mimi Beauty Co., Ltd.
Director



Yamaoka Tomohiro
KAO CORPORATION
Hair Care Business Senior Marketer

ExhibitionStage #2-6

Overcoming the Winter Slump: How COOLish Created a New Habit in the Age of Social Media >

Marketing in the SNS era cannot succeed without mastering algorithms. This se...



sasaki takahiro
One Media Inc.
Executive Officer / Business Producer



MONGUCHI MAKO
One Media Inc.
Studio Department Manager/Producer



12:00 -
12:40**ExhibitionStage #1-7****Expanding Brand Value with “Data × AI”: The New Customer Experience “Rurubu” Aims to Create**

The long-beloved travel guidebook “Rurubu” is now challenging itself to creat...

**Suzuki Go**PLAID, Inc.
CTO Office, Data Mind Team Lead
of AI**Furuichi Tomohiro**PLAID, Inc.
ALPHA Department Head of CX
Strategy Team Managing Director**Morisaki Hiroyuki**JTB Publishing, Inc.
Representative Director, President
and CEO**ExhibitionStage #2-7****AI×Human - Creative Crossover-**

AI continues to evolve daily. In response, the advertising industry is active...

**Nishimura Daisuke**Tokyu Agency Inc.
General Manager, CX design
Division**Nagata Mei**i&s BBDO INC.
Creative CopyWriter**Nemoto Ryotaro**Dentsu Digital Inc.
Account Planning Division 1**Morisawa Atsushi**Tokyu Agency Inc.
5th Integrated Planning
Department, Art Director**Amano Hideki**nikkeisha, Inc.
Integrated Marketing • Planner**Takada Kohei**Hakuhodo DY ONE Inc.
AI Strategy Planning
Division/Creative AI Planning
Department Manager**ExhibitionStage #1-8****Turning Corporate Decisions into Trust and Passion**

▼ Who is this session for? For B2B marketing leaders and professionals who f...

**Sakuma Ryosuke**UZABASE, Inc.
NewsPicks Integrated Producer**Nakatsu Taichi**UZABASE, Inc.
NewsPicks Business Producer**ExhibitionStage #2-8****AI Agents Transforming Commerce: A Conversation with GIFTFUL Co-Founder Yuta Itaka**

ZEALS, a Japanese customer service AI agent company that continues to challen...

**Watanabe Daisuke**ZEALS Co., Ltd.
Corporate Officer**Itaka Yuta**GiftX Co., Ltd.
Co-Founder13:00 -
13:40**ExhibitionStage #1-9****Who buys and why? PDCA marketing strategy based on customer-driven purchasing data**

For brand marketers, setting a "Who" and "What" strategy is one of the most i...

**Koike Yuta**FEZ Inc.
Group Manager, Product
Promotion Group, Product
Development Department**Okunaga Yasuhiro**DENTSU INC.
Marketing Consultant, Connection
Planning Division 2, Marketing
Bureau 1**ExhibitionStage #2-9****Psychographic Strategies for Authentic Customer Connection: From Behavioral Data to Deep Psychographic Insights with GA technologies “RENOSY”**

Is your marketing truly moving customers? The behavioral data you optimize fo...

**Narita Hodaka**Algoage, Inc.
Division Head of the Chat Boost
Business Division and Sales
Director**Hori Yuna**Algoage, Inc.
Solution Sales Division 1 Manager**Ando Yoshitaka**GA technologies Co.,Ltd.
Creative Center Media Senior
Manager / Evangelist

15:00 -
15:40

ExhibitionStage #1-10

BEAMS and ESTNATION on Creating Royal Customers: The Evolution of CX >

Customer satisfaction is no longer the source of competitive strength. In tod...



Kaneko Yohei
Yappli, Inc.
Executive Officer CCO

yappli



YAMAZAKI YUICHI
BEAMS
MARKETING DEPT. DIRECTOR

BEAMS



MIYAHARA MOERU
ESTNATION Inc.
EC Sales Div.

ESTNATION

yappli

ExhibitionStage #2-10

OOH in a New Era: Measuring Impact and Driving Fast PDCA with TV, Digital, and DOOH Triple Media >

This presentation introduces the joint initiative by LIVE BOARD, INC. and DEN...



DAISUKE TAKAHASHI
DENTSU INC.
planner/Producer, General Manager, Advertisment Transformation Department, Media & content Transformation Div.



Ebata Hayato
DENTSU INC.
Data Technology Center General Manager



SATOH YOSHINORI
LIVE BOARD, INC.
Director of Client Services

**Live
Board**

16:00 -
16:40

ExhibitionStage #1-11

The Solutions: Creative Problem-Solving Lessons from Around the World” Presented by The Breakthrough Company GO >

A session that explores brilliant ideas from around the world — ideas that tu...



TOGAWA NAOHIRO
The Breakthrough Company GO
Creative Director

GO



TAGAMI TOMOKO
Synasia Inc.
CEO

SYNASIA



Taoka Ryo
suswork inc
CEO

suswork



ODAGIRI MOE
The Breakthrough Company GO
Planner

GO

GO The Breakthrough Company

ExhibitionStage #2-11

DEI: From “Sense” to “Tech.” What does the future of creative development look like for building better relationships between brands and consumers? >

Until now, DEI-conscious expression has been left to the creator's “sensitivity...



Watanabe Rei
ORICOM CO., LTD.
Marketing Communication Design Div.

ORICOM



Tsuchida Takuma
Oricom Co.,Ltd.
Account Planning Room Senior Creative Director

ORICOM

ORICOM