

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 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 Grand Ball Room

Opening Remarks



Yuko Furuichi
Comexposium Japan
President and CEO

10:00 - 10:40

Keynote #1 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 Grand Ball Room

Marketing Now >

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



Shu Imanishi
The Coca-Cola Company
IMXI(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 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 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 Otohe
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
MICH Inc.
CEO



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



Yuko Furuichi
Comexposium Japan
President and CEO

Brand&Marketing

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

13:30 - 14:20

BM-1

Room9

Turning Empathy-Based Branding into Measurable Value >

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

Motohiko Tokuriki
note, Inc
note producer / Blogger

Takaya Matsuda
HERALBONY Co., Ltd.
Co-CEO

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

Media&Content

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

MC-1

Room7

Trust in Advertising and Media: Can It Be Rebuilt? >

Fake news, ad fraud, media company scandals. The advertising landscape grows ...

Shinjiro Ninagawa
TV TOKYO Holdings Corporation
Executive Officer

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

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

Mitsuru Gosha
KDDI CORPORATION
Media Planning Section / Group Leader

Data&Technology

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

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 ...

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

Ryosuke Kogure
SHISEIDO JAPAN
Aging care Marketing Dept. Brand Manager

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

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

Ethics&Society

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.

ES-1

Room3+4

Rethinking Corporate Responsibility: Beyond SDGs and DE&I Checklists >

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

Keiko Mori
FICC inc.
CEO

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

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

Manami Kawazu
YO-HO Brewing
Brand Promotion Unit Director

Japan&International

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

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...

Melynie Yoneda
Crimtan Japan KK
Senior Sales Manager

Ed Pank
LIONS APAC
SVP

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

Misaki Nagaya
CNN International Commercial
Sales Director, Japan

14:35 - 15:25

BM-2

Room9

Reviving Mature Brands: Keys to Successful Rebranding >

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

Koji Kage
Office Kage Koji Corporation
Creative Director/Marketer

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

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

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...

Masaki Nishida
SOLANA.LLC
CEO

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

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

Saki Yogoro
ONE MEDIA Inc.
Chief Operating Officer

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 ...

Yuichi Arizono
Microsoft Advertising
Regional Vice President Japan

Hiroshi Maruyama
dentsu, Inc.
General Manager

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

Tomoe Makino
Tools for Humanity Cooperation
General Manager, Japan

Raul Allikivi
GIG-A
Founder & CEO

ES-2

Room3+4

How Marketers Can Help Solve Local Issues >

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

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

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

Hayate Usui
KODANSHA LTD.
IP Business Department Director

Daisuke Shimmei
TOKYU LAND CORPORATION
Senior Manager / Brand Promotion Office

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 ...

Hiroaki Minami
Kodansha
Editor in Chief

Takeshi Kato
Yamaha Corporation
Corporate Branding Division, Leader

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

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

15:40 -
16:30

BM-3 Room9

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 Room7

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 kirihara
DAIWA HOUSE INDUSTRY CO., LTD.
Housing Solutions Division Technical Management Department Technology Development Department IT Operations Office Design Group 1 Group Leader

DT-3 Room5+6

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 DivisionDepartment Head

ES-3 Room3+4

From Words to Action: Making Purpose Truly Operational >

This session explores how to discover, embed, and translate an organization's...

Moderator

Yasuhito Tanaka
CEO, Grid Co. CMO, Yoshinoya 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

JJ-3 Room1+2

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

BM-4 Room9

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 Room7

Media Planning 2026: Adapting to a Rapidly Evolving Landscape >

This session will discuss integrated media planning with an eye toward 2026, ...

Moderator

Kenta Noyashiki
A.JA Inc
CEO

Ryo Wagatsuma
ASAHI BREWERIES, 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 Room5+6

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 Room3+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
Pinpinkirari, Inc.
Founder & CEO

Kayo Ootaka
Hakuhodo Inc.
Institute of 100-Year Seikatsu-sha Life Leader

JJ-4 Room1+2

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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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 psycholog...



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 Elson
Spotify Japan
Managing Director

Brand&Marketing

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

BM-5 Room9

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

Media&Content

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

MC-5 Room7

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



Kojiro Kurotobi
Undo Tsushinsha, Inc.
Founder

Marketing with AI

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.

AI-1 Room5+6

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 Otake
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

Retail&Commerce

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

RC-1 Room3+4

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

People

Considering How to Build a Marketing Organization that Strengthens the Brand

PP-1 Room1+2

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

BM-6 Room9

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 Room7

Connecting Directly in BtoBtoC Models >

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

Moderator



Yuki Ono
LY 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 Room5+6

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 Room3+4

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 Room1+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

14:35 -
15:25


15:40 -
16:30


BM-7 Room9


Marketing from 2000 to 2025: What's Changed, What's Next >


Search ads, social media, smartphones, D2C, AI—the marketing landscape has ev...

Moderator

**Omi Suzuki**
Meta
Director, Head of Vertical Industry

**Michiko Kitahara**
MICH Inc.
CEO

**Yoshitake Katayama**
DAIKIN INDUSTRIES,LTD.
Publicity Group Manager


**Takeshi Suzuki**
New Balance Japan, Inc.
Director of Marketing


MC-7 Room7


Beyond Social Media: Building Strong Brand Communities >


As advertising budgets continue to rise, the cost-per-acquisition of traditio...

Moderator

**Hideki Ojima**
Association for Promotion of Community Marketing
Representative Director

**Yuri Nakatani**
Mimi Beauty Co., Ltd.
Director

**Chihiro Tokai**
Japan Performing Arts Foundation
Director

**Sawako Jono**
Hands INC
Customer Marketing Department Manager

AI-3 Room5+6

Beyond Efficiency: How AI Can Drive True Value Creation >

With AI, “reducing workloads” is now a given. The real question is— are you cr...

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

**Masayoshi Okuda**
Recruit Co., Ltd.
Director, Automotive Marketing Department, Marketing Division

**TOMOHARU SENDA**
DENTSU INC.
Marketing Division 1


**Kenji Takeyama**
TSI Inc
E-commerce Headquarters CRM • Marketing Dept. Data Management Section Manager


RC-3 Room3+4


From Conversion to Reconnection: Rethinking UX for Repeat Purchase >


Everyone, in the rush to meet daily KPIs and KGIs, are we perhaps unconscious...

Moderator

**Kosuke Takeshita**
DENTSU INC.
e-Comm Business Consulting Department

**Naohiro Horikawa**
Rakuten Group, Inc
Account Innovation Office General Manager

**Manabu Kamikubo**
L'Oreal Japan
CDO Division Chief Digital Officer

**Atsushi Taya**
AGC Inc.
D&I Promotion Department Marketing DX Unit Leader

PP-3 Room1+2

Talent Development Is an Investment: Human Capital in Marketing >

Tired of endless discussions about systems? It's time for marketing to take t...

Moderator

**Hirokazu Kai**
Unified Service, Inc.
Marketing

**Yuya Suzuki**
Tokyo Gas Co., Ltd.
Team Leader, WindMill Academy, Marketing Development Office, Living Strategy Department, Customer & Business Solution Company, Tokyo Gas Co., Ltd.

**Hiroyuki Takaguchi**
Seeds & Strategies Inc.
CEO

**Takeshi Nishimura**
Yamaha Motor Co., LTD.
Product Strategy Division, Marketing Section

16:45 -
17:35

BM-8 Room9

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...

Moderator

**Noriko Suemoto**
ADK Marketing Solutions Inc.
IP Business Planning Department, Marketing Intelligence Center / Senior Planning Director

**Kosuke Okura**
Sanrio Company, Ltd.
Data&Technology Department General Manager

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


**TOMOKI MORIGUCHI**
KODANSHA LTD.
Rights Merchandising Department Director


MC-8 Room7


Co-Creating the Future of Advertising: Media × Brands Partnerships >


3 people (plus 1?) from the creative world talk frankly about what is the key...

Moderator

**Aiko Suzuki**
Kao Corporation
Legal Department, DX Support Scruminc. Registered Scrum Master

**Takushi Izawa**
baton coroperation Alliance

**Kazuaki Hashimoto**
QREATION inc.
director.

**Ikuko Mukai**
AJINOMOTO CO., INC.
Communication Design Department / General Manager

AI-4 Room5+6

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...

Moderator

**Daisuke Inoue**
KIYO Learning Co.,Ltd.
Executive Officer

**Futoshi Nakagawa**
SoftBank Corp.
DeputyDirector,Marketing DX Division,Data Solution Division Enterprise Unit

**Saki Minoda**
CyberAgent, Inc.
Internet Ad Agency Director

**KENJI OTAKE**
AJINOMOTO CO., INC.
General Manager Marketing Development Dept.

RC-4 Room3+4

Retail Tech and the Future of Shopping >

Retail technology is now reshaping the very nature of shopping. Beyond simple...

Moderator

**Hidetoshi Uchiyama**
unerry Inc.
Chief Executive Officer

**Hiroshi Koyama**
Mitsubishi Shokuhin Co., Ltd.
Managing Executive Officer In charge of Marketing Development

**Tatsuya Nagamori**
Shiseido Company, Limited
Digital Strategy Dept., Vice President

**HIROFUMI HAMAGUCHI**
Dentsu Inc
Managing Director Data&Technology Center


**akio kazama**
ZOZO,inc
Corporate Planning Office, Brand Solution Division, Communication Design Division


PP-4 Room1+2


Making Strategy Stick: Building a Marketing-Driven Organization >


In recent years, projects involving marketing—and even day-to-day operations—...

Moderator

**MASAYUKI HORI**
SAKUSEN TOKYO,inc
CEO and Representative Director

**Satoshi Nohara**
KAO corporation
Hair Care Business/ Brand Manager

**Tomoko Uemura**
Sapporo Breweries Ltd.
Marketing Division – Wine & Spirits Brand Marketing Department

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

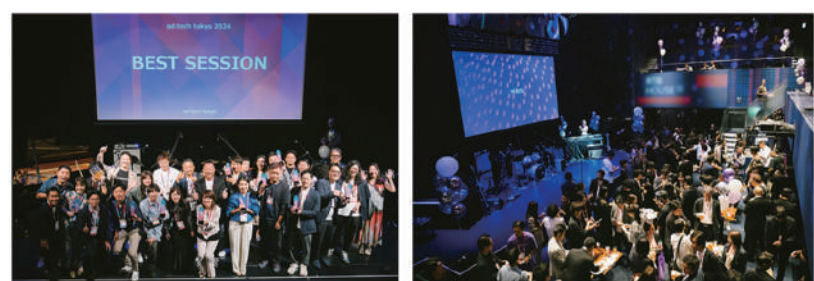
Accessible Pass Full Conference PASS One Day PASS (10/24)

18:00 -
20:00

Networking Party #2 Billboard Live Tokyo

Networking Party (17:30 Door Open)

Announcing the Best Session Rankings!



Exhibition Stage

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

Accessible Pass Full Conference 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 exciting...



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



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 Shimotsuma First High School and Junior High School
school principal



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...



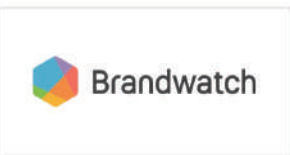
isaksson martin
BrainPad Inc.
PD Unit Brandwatch Engagement Group



sera yukihiisa
YKK CORPORATION
Global Brand Strategy Department Business Strategy Division



Yamamoto Tae
YKK CORPORATION
Global Brand Strategy Department Business Strategy Division



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



Ikeda Kosuke
Capex, Inc.
Business Development , Account Executive



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



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 & CSDO



ISHII Madoka
JAPAN MARKETING ASSOCIATION
Public relations Department Senior Planner



Suzuki Risako
Mynavi Corporation
Digital Technology Headquarters Brand Communication Division2



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



ExhibitionStage #2-5

New Growth Strategy Starting with “Visualization” — How Data Utilization Helped MAQuillAGE Discover TikTok's Winning Strategy >

• Target Audience Brand marketers, agency planners/creative leads, data analy...



takei shunichi
TikTok for Business
Global Business Solutions-APAC- Japan Industry FMCG



Fujii Makoto
Shiseido Japan Co., Ltd.
Make up Marketing Dept. Digital Marketing Strategy Group Brand 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



Accessible Pass

Full Conference PASS

One Day PASS (10/23)

One Day PASS (10/24)

Visitor PASS

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

Japan Advertising Agencies Association

13:00 -
13:40

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

NEWS PICKS

ExhibitionStage #2-8

AI Agents Transforming Commerce: A Conversation with GIFTFUL Co-Founder
Yuta Iitaka >

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

**Watanabe Daisuke**
ZEALS Co., Ltd.
Corporate Officer**Iitaka Yuta**
GiftX Co., Ltd.
Co-Founder14:00 -
14:40

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

FEZ

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



YAMAZAKI YUICHI
BEAMS
MARKETING DEPT. DIRECTOR



MIYAHARA MOERU
ESTNATION Inc.
EC Sales Div.



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, Advertisement
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



TAGAMI TOMOKO
Synasia Inc.
CEO



Taoka Ryo
suswork inc
CEO



ODAGIRI MOE
The Breakthrough Company GO
Planner



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 “sensitivi...



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



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



ORICOM