

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 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

見るまでは、キレイだった。
広告ウヒョー!

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 Kohel
Sony Corporation
Global Sales & Marketing Strategic Planning Department

SONY



Hasebe Takahiro
Ryohin Keikaku Co., Ltd.
Marketing Department

良品計画



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

RECRUIT



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

Google Cloud

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

MASTRUM

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...



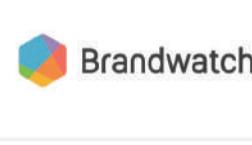
isaksson martin
Brandwatch Inc.
PD Unit Brandwatch Engagement Group



sera yukihisa
YKK CORPORATION
Global Brand Strategy Department Business Strategy Division



Yamamoto Tae
YKK CORPORATION
Global Brand Strategy Department Business Strategy Division



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 & CSDO



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



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



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

JTB JTBパブリッシング



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 Ryoitaro

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

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

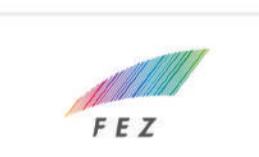
For brand marketers, setting a "Who" and "What" strategy is one of the most i...



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

ExhibitionStage #2-9

Psychographic Strategies for Authentic Customer Connection: From Behavioral Data to Deep Psychographic Insights with GA technologies "RENOZY"

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



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, 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

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 “sensitiv...



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

ORICOM



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

ORICOM

ORICOM