

Official Conference

DAY1 10/17[Thu.] DAY2 10/18[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 (10/17)
- One Day PASS (10/18)
- Visitor PASS

08:30 -

Registration

09:00 -
09:40

OpeningSession #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
JTBC Corp.
Executive Officer, Branding,
Marketing and Public Relations Chief
Marketing Officer



Michiko Kitahara
Shiseido Japan Co., Ltd.
New Value Creation Marketing
Division Vice President



Yoshihisa Suzuki
DENTSU INC. Managing Executive
Officer
dentsu Japan President - Integrated
Solutions

09:45 -
10:00

Opening Remarks

 Grand Ball Room

10:00 -
10:40

Keynote #1   Grand Ball Room

Commerce Media: Reshaping Digital Advertising >

Today's consumer journey is rapidly evolving, with consumers moving physical...



Michael Greene
CRITEO
SVP, Product Strategy, Retail Media

10:45 -
11:25

Keynote #2  Grand Ball Room

Marketing Now >

Create new customers and turn them into fans. Maximise marketing ROI. To ach...



Fusako Znaiden
Board Director, McDonald's Holdings
Company (Japan), Ltd.
Board Director, Senior Vice President
CMO, McDonald's Company (Japan)
Ltd.



Hiroko Kunimasa
DENTSU INC.
Managing Director Marketing
Division 5



Taro Ogawa
Fighters Sports & Entertainment
Co.,Ltd
General Manager, F Village
Development Department



Noritaka Kobuse
dentsu japan
Future Creative Center / Executive
Creative Director



Ousuke Fukada
DENTSU INC.
Executive Officer, Strategy

11:30 -
12:10

Keynote #3   Grand Ball Room

Utilizing Gender Equality in Media and Advertising To Create Social Change and Drive Business Growth >

Globally, women control \$31.5 trillion in spending, and drive close to 90% of...



Christine Guilfoyle
SeeHer/ ANA
President

Brand&Marketing

Media&Content

Data&Technology

Basic

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

Relearning the Basics that Everyone Involved in Communication Should Know

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

13:30 - 14:20

BM-1 Room9

The Forefront of AI in Marketing: How to Use AI to Enhance Marketers' Capabilities

This session will focus on the current state and limitations of AI technology...

Moderator

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

Soma Tanaka
en Japan Inc.
Executive Officer, Chief of Marketing Division

Kota Ito
Almondo Co., Ltd.
CEO

Gomi Hayakawa
Mercari, Inc.
AI Implementation Officer

MC-1 Room7

The Decline in Quality of Advertising Content: Causes and Solutions

The advent of digital advertising technology has transformed the advertising ...

Moderator

Daisuke Tomozawa
Persol Tempstaff
CMO

Ryuichi Ayase
AbemaTV, Inc.
Business Development Division / Senior Product Manager

Hideyuki Nagasawa
Bl. Garage, inc.
adviser

Akira Nakamura
DoubleVerify Japan K.K.
Director, Marketing, Japan

DT-1 Room5+6

History of Trends: A 16-Year Review of ad:tech tokyo's Marketing Evolution and Prospects

It has been 16 years since ad:tech tokyo arrived in Japan. During this time, ...

Moderator

Motohiko Tokuriki
note, Inc
note producer / Blogger

Akira Morikawa
C Channel corporation
CEO

Keiko Watanabe
BICP DATA Inc.
CEO

Omi Suzuki
Meta
Director, Head of Vertical Industry

BA-1 Room3+4

In an Era of Uncertainty and Complexity, What Remains Unchanged?

Almost 30 years have passed since the birth of Internet advertising. During t...

Moderator

Yuichi Arizono
Microsoft Advertising
Regional Vice President Japan

Katsuaki Nagumo
TORIDOLL Holding Corporation & Marugame Udon Inc.
Executive Director Chief Marketing Officer & Head of KANDO Communication Division

Tomoe Tanaka
Interbrand Japan
Strategy group, Associate Director

Hisakuni Kawaji
Panasonic Corporation
Living Appliances and Solutions Company, Beauty and Personal Care Business Division, Personal Business Unit, Personal Brand Management Department

J1-1 Room1+2

Japan from a Global Perspective: What is Japanese Style Branding?

The picture of Japan as seen by the rest of the world is certainly changing. ...

Moderator

Akihiro Shimura
DENTSU INC.
General Manager Future Scenarios Consulting Department Marketing Division 7

Michiko Kitahara
Shiseido Japan Co., Ltd.
New Value Creation Marketing Division Vice President

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

Yoshitake Katayama
DAIKIN INDUSTRIES, LTD.
Publicity Group manager

14:35 - 15:25

BM-2 Room9

The Present State of Purpose Branding: Challenges and Opportunities as Told by Practicing Companies

With the social environment changing dramatically, the term "Brand Purpose" h...

Moderator

Takeshi Kato
Yamaha Corporation
Corporate Marketing Division, Brand Development Unit / Leader

Ryo Wagatsuma
ASAHI BREWERIES, LTD.
communication design department

Kumi Ueda
Panasonic Connect Co., Ltd.
Senior Manager

Miho Uenishi
DENTSU INC.
Marketing Division 5 Marketing consultant

Akiko Shimizu
Shiseido Japan Co., Ltd.
Division Director, Prestige Brands Marketing Japan

MC-2 Room7

Challenges of Traditional Media

During the Paris Olympics, many people may have noticed that Google has been ...

Moderator

Hiroaki Minami
KODANSHA Ltd.
Editor in Chief of COURRIER Japon

Miki Kurashige
ADK Marketing Solutions Inc.
Department Director Publication Media Business Platform Business Division

Toshihiro Shimizu
FUJI TELEVISION NETWORK, INC.
Manager of Business Promotion Department

Hiroaki Takei
Nippon Television Network Corporation
Ad Optimization, Sales Strategy, Sales

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

DT-2 Room5+6

Challenges of Third-Party Cookies and Strategic Approaches of ad-tech Companies

With regulations aimed at strengthening consumer privacy protection and the e...

Moderator

Yuki Ono
LY Corporation
Corporate Officer Senior General Manager Business Design Group Marketing Solution Company

Naoki Toyofuku
Moloco Inc
Country Lead

Haruyo Kagawa
Index Exchange Japan
Managing Director, Japan

Kenji Takeyama
TSI Inc.
Digital marketing Dept Datamanagement Sec manager

BA-2 Room3+4

Practical Digital Marketing Tips for Becoming a Professional

This session will provide extremely practical tips. The genres of topics will...

Moderator

Tadasuke Shiomi
Recruit Co., Ltd.
Corporate Executive Officer

Ryosuke Mochizuki
Shiseido Japan Co., Ltd
Vice President, Self Sun Care Skin Care Marketing Dept., Premium Brands Marketing Division, Premium Brands Marketing Division

Shinsuke Uebayashi
Microsoft Japan
Microsoft Advertising Japan Customer Solutions Manager

Taeko Uchiyama
Kanro Inc.
Division COO, Marketing Div. Managing Executive Officer

J1-2 Room1+2

Japan's Globally Competitive IP: Content and Marketing

Japanese content is going global. The global reputation of Japanese content ...

Moderator

Hayate Usui
KODANSHA Ltd.
IP Business Department Director

Takashi Muto
DENTSU INC.
General Manager / Senior Marketing Director, Marketing Consulting Department 1, Marketing Division 1

Masao Nakane
NVIDIA G.K.
Enterprise / Business Development Manager

Tadamasa Oshio
TSUBURAYA PRODUCTIONS CO., LTD.
Chief Strategy Officer

15:40 - 16:30

BM-3 Room9

Branding in the Digital Age: Challenges and Opportunities >

We will explore the evolution of brand building and creative in the digital a...

Moderator



Kazuto Hakata
CyberAgent, Inc.
Internet Ad Agency General Manager



Haruka Sugawara
NIVEA KAO Co., LTD
Digital Marketing Acceleration Team / Digital Marketing Supervisor



Rintaro Kane
Fujitsu Limited
Global Marketing Unit Corporate Marketing Division Manager




Masaki Tabe
Representative Director and CEO, of Novasell.
Senior Vice President and CMO of Raksul.

MC-3 Room7


The Penetration and Influence of Connected TV >

As the popularity of Internet-capable televisions has increased since the Cor...


Moderator




Kenta Noyashiki
AJA, Inc.
CEO



Miyuki Hirao
I-ne Co., Ltd.
Section Chief BeautyCareDivision



Daisuke Nakamura
dip Corporation
marketing department head




Shinjiro Ninagawa
TVer INC.
Executive Managing Director / Chief Operating Officer

DT-3 Room5+6


Engineers and Creatives Discuss: The Importance of Generative AI >

This session is intended for those considering the enterprise use of Generati...


Moderator




Ryuji Noguchi
ELYZA
CMO



Shunsuke Ito
HAKUHODO PRODUCTS INC.
Urawaza Integrated Creative Division



Hayato Hamada
Tech0 Inc
CEO



Maako Hokinoue
Cyberagent, inc.
Internet Advertising Division AI Creative Department AI Creative Planner

BA-3 Room3+4

The Mission and Structure of Marketing Organizations >

What is the core mission of a company's marketing department, and how should ...

Moderator



Daisuke Otobe
Coup Marketing Company Inc.
CEO



Hanae Kawai
Mars Japan Limited
CMO




Taro Sekimoto
FWD Life Insurance Co., Ltd.
Corporate Officer, Chief Marketing Officer

J1-3 Room1+2


How Does the Rise of AI Impact Marketers' Career Development? >

"Can a robot do my job?" In this session, three marketers will discuss how t...


Moderator




Kentaro Matsumoto
Growth X Inc.
Marketing & UX div



Satoko Belouad
Takeda Pharmaceutical Company Limited
Associate Director, Rare Disease Business Unit



Katsuhiko Iwao
Kao Corporation
Director, Special Assignment Project, Corporate Strategy



Ryoji Maki
Mizkan Co., Ltd.
GM, Marketing Division


16:45 - 17:35

BM-4 Room9

From Recovery to Growth: The Future of Inbound Marketing >

After the Corona disaster, and with the inbound market also picking up steam ...


Moderator




Junya Tanaka
INFOBAHN Inc.
President and Representative Director



Satoshi Nohara
KAO corporation
Brand Manager Hair Care Business



Takeshi Otsuki
JTB Global Marketing & Travel Inc.
General Manager, Experience Supply Dept.




Fumiko Kato
WAmazing Inc.
CEO

MC-4 Room7


Generation Z Speaks: 'Why Are Strategies Aimed at Generation Z Often Off Target?' >

Everyone is paying attention to Generation Z. However, marketing strategies t...


Moderator




Koji Kage
Office Kage Koji Corporation
Creative Director/Marketer



Kent Imataki
Boku to Watashi and. Inc
CEO



Erika Sada
GAKUJO Co., Ltd.
Manager, Corporate Planning Division Head of the Section, Office of the Incubation




Erika Takizaki
HAKUHODO Inc.
R & D Director, Research Design Headquarters

DT-4 Room5+6

DX Initiatives by Public and Private Sectors: Solving Social Issues >

In the coming era, regardless of the role or business we engage in, we cannot...

Moderator




Koji Ishii
PERSOL CAREER CO., LTD.
Corporate Strategy Division



Akihiro Satomura
Visa Worldwide Japan
Vice President, CMO



Yu Horiuchi
Hakuhodo Inc.
Deputy General Manager, Growth Planning Division, Market Design Unit



Shinko Osada
Future Design Shibuya
Director of the Board

BA-4 Room3+4

Strategic Planning and Effect Verification in the Current Advertising >

Have you experienced unexpected trap in the execution of a plan, which you ca...

Moderator



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



Daisuke Nishino
Asahi Kasei Corporation
Manager, Expert - Agile Methodology | Digital Talent Strategy, Digital Strategy Initiative, Digital Value Co-Creation



Akiko Takeda
LY Corporation
Senior Manager, Business-growth department, Marketing Department Division




Hideki Naoi
JTB Communication Design, Inc.
DX Promotion Bureau Digital Marketing Evangelist

J1-4 Room1+2


Just Before the Presidential Election: Marketing in Politics (English Session) >

In today's fast-paced digital world, the strategies used in political campaig...


Moderator



Jennifer Willey
Wet Cement
Founder and CEO



Joshua Grant
DENTSU INC.
Senior Director of Innovation



Melynie Yoneda
Crimtan Japan K.K.
Senior Sales Manager, JAPAC

Accessible Pass **Full Conference PASS** **One Day PASS (10/17)**

18:00 - 20:00

NetworkingParty #1 Grand Ball Room

Networking Party (17:30 Door Open)



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- ➔ Full Conference PASS
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- ➔ Visitor PASS

09:00 -

Registration

09:30 -
09:50

OpeningRemarks #2 🇬🇧 Grand Ball Room

Opening Remarks : EMBRACE COMPLEXITY + DRIVE INNOVATION

Join us as our moderator Jennifer Willey kicks off day two with a look back o...



Jennifer Willey
Wet Cement
Founder and CEO



Yuko Furuichi
Comexposium Japan K.K.
President and CEO

10:00 -
10:40

SpecialSession #1 Grand Ball Room

Fake Ads and Ad Frauds: Understanding the Difference and Building Credibility and Transparency in the Advertising Industry

Create new customers and turn them into fans. Maximise marketing ROI. To ach...



Yuki Yamaguchi Moderator
Panasonic Connect Co., Ltd.
Senior Vice President CMO Diversity, Equity & Inclusion Officer Corporate Culture Transformation Officer



KUNIYUKI MAKIE
Nikkei Inc.
Managing Executive Officer



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



Ryoji Mori
Eichi Law Offices, L.P.C.
Attorney at Law

10:45 -
11:25

Keynote #6 Grand Ball Room

False Marketing Tendencies

Who are your targets, and what unique value do you offer them? In the midst o...



Hikaru Ray Adachi
FamilyMart Co.
Executive Director, Chief Marketing Officer, Chief Creative Officer



Kazuki Nishiguchi
Wisdom Evolution Company
President
Strategy Partners President



Masaki Tabe
Representative Director and CEO, of Novasell.
Senior Vice President and CMO of Rakusl.

11:30 -
12:10

Keynote #7 Grand Ball Room

Creating New Value and Communication Strategies: Insights from the Marketers of the Year 2024 Winner & Juries

Entering its 7th year, the "Marketers of the Year" award by Nikkei xTREND cel...



AKIE IRIYAMA
Waseda Business School (Graduate School of Business and Finance)
professor



Daisuke Otake
Coup Marketing Company Inc.
CEO



Koji Kage
Office Kage Koji Corporation
Creative Director/Marketer



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



Tetsuo Katsumata
Nikkei Business Publications, Inc.
Editor-in-chief of Nikkei xTREND



Yasunori Takahashi
Culture Convenience Club Co., Ltd.
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-5 Room9

Well-being and Sustainability in Marketing

We are living in an era where the speed of change is rapid, and unforeseen en...

Moderator



Keiko Mori
FICC inc.
CEO
F FICC



Yasuhiro Morishita
Heineken Japan K.K.
Marketing dep. Brand Manager
HEINEKEN



Misaki Nagaya
CNN International Commercial
Sales Director, Japan
CNN



Hiroki Fujimoto
SUMITOMO LIFE INSURANCE COMPANY
Managing Executive Officer
SUMITOMO LIFE



Yuriko Oshimoto
Hakuhodo Product's inc.
Sustainability Promotion Team, Public Relations Department Team Leader
PRODUCTS

Media&Content

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

MC-5 Room7

Media and Content Strategies Engaging the Affluent Demographic

The number of affluent consumers in Japan has doubled in the past 10 years, a...

Moderator



Motoko Imada
Mediagene Inc.
CEO and Co-Founder
mediagene



Junko Maeda
DENTSU INC.
6th Marketing Department Executive Creative Director
dentsu



Katsunosuke Endo
Bentley Motors Japan
Brand Director
BENTLEY



Naoko Tsuchiya
American Express International, Inc
Brand Director
AMERICAN EXPRESS

Data&Technology

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

DT-5 Room5+6

Will the Rise of Short Videos & Dramas Continue?

This session will provide an in-depth explanation of the use of short videos,...

Moderator



Akira Amano
Dentsu Digital Inc.
Chief Media Researcher, Social Platform Department
DENTSU DIGITAL



Masaki Nishida
SOLANA LLC
CEO
SOLANA



Satoru Tanaka
GOKKO. inc
CEO
GOKKO



Motoi Takekawa
COL JAPAN CO., LTD.
Representative Director
COL JAPAN

Retail&Commerce

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

RC-1 Room3+4

New Customer Experiences Created by Retail Technology

This session introduces the retail technologies developed by mobile carriers,...

Moderator



Hidetoshi Uchiyama
unerry Inc
Chief Executive Officer
unerry



Yoshiyuki Kojima
ByteDance
BytePlus Pte Ltd.
BytePlus



Shuji Kawai
SEINO LAST ONE MILE Co., Ltd.
President
SEINO



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

People

Considering How to Build a Marketing Organization that Strengthens the Brand

PP-1 Room1+2

Rethinking Investment in Human Capital: Strategies for Reskilling Employees

We often come across the term "reskilling" these days. But what does it real...

Moderator



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



Atsushi Kikegawa
YARUKI Switch Groupe, Co., Ltd./X-Umbrella
Executive Officer
Business Development Division Chief
Director/School Planning and Development Division Chief
Director of Operations
YARUKI SWITCH



Mitsu Akimoto
Asahi Kasei Corporation
General Manager, Digital Talent Strategy, Digital Strategy Initiative, Digital Value Co-Creation
AsahiKASEI



Yoichiro Kitamura
DENTSU INC.
Marketing Division 6, CX Consulting Department 1, Manager
dentsu

14:35 - 15:25

BM-6 Room9

How to Measure Influencer Marketing Success

In this session, we will show a lot of cases of utilizing influencers. Base ...

Moderator



Xiqiao Liu
SUNNY SIDE UP Inc.
President
SUNNY SIDE UP



Mitsuru Gosha
KDDI CORPORATION
Group Leader / Media Planning Section / Communication Design Department
KDDI



Manami Kawazu
YOH0 Brewing
Brand Promotion Unit Director
YOH0



Kanako Shinohara
Ryohin Keikaku Co., Ltd.
Lead, Marketing div, Food merchandising/Board Member, DMI
RYOHIN KEIKAKU

MC-6 Room7

The Optimal Balance between TV and Digital

"The Optimal Balance between TV and Digital" has long been a recurring theme,...

Moderator



Daisuke Tomozawa
Persol Tempstaff
CMO
PERSOL



Yasuhito Tanaka
CEO, Grid Co. CMO, Yoshinoya Corporation
Member of Brand Strategy Committee, Japan Sports Association Start-up support
YOSHINOYA



Shunsuke Kagoshima
DENTSU INC.
Data Marketing Division Managing Director
dentsu



Yumi Koizumi
Earth Corporation
Communication Design Dept.
EARTH

DT-6 Room5+6

Restructuring CRM with Technology: Fulfilling Customer Needs and Expectations

We will discuss the current efforts and future outlooks of the speakers for a...

Moderator



Yuichi Ishizumi
Rakuten Group, Inc.
Executive Officer
Rakuten



Futoshi Nakagawa
SoftBank Corp.
Supervisor, Marketing Section, Digital Marketing Headquarters
SoftBank



Yoko Torihashi
e'quipe, LTD. (Kao Group)
General Manager of D2C & System Department
e'quipe



Rieko Uesaki
Dotdigital
Head of Japan
dotdigital

RC-2 Room3+4

Exploring the Optimal Balance Between In-House E-commerce and Platforms

When you see the name of this session, I'm sure there are many EC managers wh...

Moderator



Kosuke Takeshita
DENTSU INC.
E Commerce Marketing Director
dentsu



Ryoichi Kakui
e-LogiT
Founder & CEO
e-LogiT



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



Naohiro Horikawa
Rakuten Group Co., Ltd.
Account Innovation Office General Manager
Rakuten



Noriko Kawai
CyberAgent, Inc
executive officer
CyberAgent

PP-2 Room1+2

Cultivating Professional Marketers: Organizations that Maximize the Benefits of Job-Based Employment

What does it mean to be a "professional" marketer? What kind of management is...

Moderator



Masayuki Hori
SAKUSEN TOKYO Inc
CEO
SAKUSEN TOKYO



Mihoko Nishii
DENTSU INC.
Senior Branding Director
dentsu



Atsushi Taya
AGC Inc.
Digital & Innovation Promotion Division Manager
AGC



Tomoyuki Ishii
Recruit Co., Ltd.
Product Design & Marketing Management Office Marketing Office Marketing Unit 2 (Marriage & Family/Automobile Business) Vice President
RECRUIT

15:40 - 16:30

BM-7 Room9

What Does Diversity Bring to Marketing?

We've brought together three exceptional panelists that are sure to make you ...

Moderator

Aiko Suzuki
Kao corporation
Corporate Strategy, Digital Business Creation Director

Takaya Matsuda
HERALBONY Co., Ltd.
Co-CEO

Ayaka Kaito
DENTSU INC.
Marketing Division 3 / Solution Planner

Kaori Yamagishi
Mercari, Inc.
Marketing

MC-7 Room7

Insights and Marketing for the Older Generation

As the senior population continues to grow, the consumer behavior of seniors ...

Moderator

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

Ryuji Ito
Suntory Wellness Ltd.
Senior General Manager, Health Care Department

Mitsusuke Inaba
ADK Marketing Solutions Inc.
Marketing Intelligence Division Planning Dept.4 ADK Senior Project "New Senior Research Institute" Director

Satoshi Nakashima
Senior Executive Director JAPAN ADVERTISERS ASSOCIATION INC.
Qualify Director President Japan Joint Industry for Digital Advertising Quality Senior Adviser Meiji Co.,Ltd.

DT-7 Room5+6

Exploring Business Opportunities in Web3 for Legacy Companies (English Session)

In this session, we will explore the new business opportunities that technolo...

Moderator

Natsuko Mitsugi
Pivot Tokyo K.K.
Director

Yuki Kamimoto
N.Avenue / CoinDesk JAPAN
CEO

Christopher Ludgate
Village House Management Co., Ltd.
Full Funnel Marketer

Chiharu Kuroda
KDDI CORPORATION
Governmental Policy and Business Coordination Department Regulatory Expert

RC-3 Room3+4

The Current State of Retail Media: Will It Truly Penetrate This Time?

It is said that 2024 is the "first year of retail media" in Japan. In this se...

Moderator

Koichi Shimabukuro
J.Front Retailing Co., Ltd.
Digital Strategy Department

Rintaro Makino
Criteo Japan
Head of Monetization, Retail Media, Japan

Kenji Kojima
Hakuhodo Inc.
Commerce Consulting Division Retail DX Department Executive Manager

Kenichi Takemi
Kabaya Foods Corporation
Trade Marketing Department Digital Communication Division Manager

PP-3 Room1+2

Analyzing Successful Business Meals: Planning, Ideas, and Networking

Many people have an unfavorable image of the word "Kaishoku (Dinner Meetings...

Moderator

Daisuke Inoue
SoftBank Corp.
Senior Director Business Development Division

Hirota Takada
X (Twitter Japan K.K.)
Client solutions, Media & Entertainment

Saori Kiryu
Vector Group
Executive Vice President

Yuki Minami (sekanichi)
Koru-workers inc.
CEO

Yuuu
Business Dinner Specialist
Author of "The Complete Business Dinner Manual: The Strongest Practical Method for Making Every Dinner Meeting a Success"

16:45 - 17:35

BM-8 Room9

How to Incorporate Voice of the Customer into Products and Services Amidst Information Overload

Is the key "delusion"? Top marketers and data scientists from Asahi, Kao, Mar...

Moderator

Nanae Yamagishi
X (Twitter Japan K.K.)
Next / Senior Brand Strategist

Kenji Ehara
Marubeni Arch-LOG Co., Ltd.
Marketing Director, CMO

Takeshi Furusawa
ASAHI SOFT DRINKS CO,LTD
Marketing Headquarters Marketing Planning Department General Manager

Satomi Inaba
Kao Corporation
Data Analytics - Data Management - DX Strategy Design - DX Strategy Director

MC-8 Room7

The Impact of Community Initiatives: From Setup to Operation, Inside and Outside the Company

The final session of ad:tech 2024, which delves into the essence of community...

Moderator

Hirokazu Kai
Unified Service Co.,Ltd.
Chief Marketing Officer

Kazuha Ogura
KEEN inc.
Founder&CEO

Hideki Ojima
Association for Promotion of Community Marketing
Representative Director

Yuya Nagato
Suntory Limited
"MUGI NO NE" MOVEMENT promotion department

DT-8 Room5+6

Enhancing Customer Experience with AI

Interactive AI, image generation AI, AI recommendations using customer data, ...

Moderator

Susumu Namikawa
DENTSU INC.
Customer Experience Creative Center Managing Director/Executive Creative Director

Kazuya Nishioka
Tutuanna Co., Ltd.
Senior Manager

Manish Prabhune
Adobe K.K.
Industry Strategy and Business Development

RC-4 Room3+4

Asia's Retail Frontlines: The Synergy and Rapid Evolution of E-commerce and In-store Experiences - Exploring Opportunities for Japanese Companies (English Session)

In this session, Coupang, often referred to as the "Amazon of Korea," and TNL...

Moderator

Hitomi Iba
IBA Company Ltd.
President

Richard Lee
TNL Mediagene
CTO

Howard Han
Coupang
Director, Coupang Ads

PP-4 Room1+2

Corporate Transformation and Marketing Leadership

In today's world of rapid change, companies are under pressure to undergo hol...

Moderator

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

Syuichi Namai
Ibaraki Prefectural Shimotsuma Daiichi High School/Affiliated Junior High School
principal

Tsuyoshi Abe, Ph.d.
Yokogawa Electric Corporation
Senior Vice President & Executive Officer Marketing Headquarters CMO

Accessible Pass **Full Conference PASS** **One Day PASS (10/18)**

18:00 - 20:00

NetworkingParty #2 **Billboard Live Tokyo**

Networking Party (17:30 Door Open)

RTBHOUSE

※Please note that the program is not final. Time and speakers may change.

Exhibition Stage

DAY1 10/17[Thu]
DAY2 10/18[Fri]

Accessible Pass
➤
Full Conference PASS
➤
One Day PASS (10/17)
➤
One Day PASS (10/18)
➤
Visitor PASS

ExhibitionStage #1-1
Hall A

Management of customer contacts and relationship building >

While digital customer contact points are important these days, the managemen...

Go Nakamura
KOSÉ Corporation
Advertising Dept.

Azumi Ikeshiro
BRAIN SLEEP CO.,LTD.
Operating officer

Keisuke Ito
HOT DOG STUDIO LLC
CEO

Motoki Onda
Pixie Dust Technologies, Inc.
The Director of the SonoRepro Business Division

Honoka Tateishi
Ryohin Keikaku Co.,Ltd.
Marketing Food Merchandising

ExhibitionStage #2-1
Hall A

Utilization of Connected TV for App Marketing - Measurement and Analysis of Effectiveness of Commercial OTT and Terrestrial TV Commercials >

Connected TV (CTV), which is expected to continue to expand going forward, is...

Kazuo Nomura
Fuji Television Network, Inc.
General Manager Distribution Business / Head of OTT Service

Jun Izumi
AirTrip Corp.
Marketing

Naoki Sassa
adjust KK
General Manager, Japan

ExhibitionStage #1-2
Hall A

OOH communication and MASTRUM from a human perspective >

Programmatic is one of the keys to expanding the OOH market, and it is equal...

Kohei Omura
JR East Marketing & Communications, Inc.
MASTRUM Promotion Center

Yoshinori Shirai
The Trade Desk Japan
Director of Inventory and Development

Kenichiro Hirai
unerry,inc
media producer

ExhibitionStage #2-2
Hall A

How to proceed with LPO to raise advertising results at a high speed - hypothesis testing approach learned from En Japan's case study. >

With bidding competition intensifying and CPMs likely to soar, it is increasi...

Yuki Arita
en Japan Inc.
Marketing

Tomoyo Miyano
PLAID, Inc.
KARTE Blocks Team - Business Development

ExhibitionStage #1-3
Hall A

Intent IQ's unique technology for Addressability in safari provides revenue lift for publishers and deliver great results in performance-targeted campaigns for advertisers >

The session is for Adtech programmatic activity, publishers, and agencies. ...

Tamir Shub
Intent IQ LLC
VP Business Development

ExhibitionStage #2-3
Hall A

Discussing FamilyAlbum's Global Expansion with AppsFlyer: The Key Challenge of Advertising Creatives >

Family photo-sharing app FamilyAlbum surpassed 20 million users in 2023 and w...

Hiroyuki Nukui
MIXI, Inc.
General Manager, FamilyAlbum Marketing Division, Vantage Studio

Megan Dick
MIXI, Inc.
Leader, Global Creative Team, FamilyAlbum Marketing Division, Vantage Studio

Yutaka Matsushita
AppsFlyer Ltd.
Director of Growth

7

13:00 - 13:40

ExhibitionStage #1-4

What are the new marketing methods in the cookie-less environment? - Why chat marketing is favored by users >

In these days of rapid changes in cookie regulations and consumer awareness o...



Chise Sawachi
Algoage Inc.
Manager Communication Planning & Production Department



Riko Tamura
en Japan Inc.
Team Leader, Marketing Division



Shin Yonezawa
Septeni Japan, Inc.
Performance Lead Third Sales Divisions Second Sales Headquarters

DMM チャットブースト CV

ExhibitionStage #2-4

Hall A

Trima's New Challenge! A closer look at the company's entry into the casual game domain and further business expansion! >

It has been four years since its birth in July 2020 as the leading mobile 'M...



Naohiro Kitaya
GeoTechnologies, Inc.
Metaverse BU Application Trima Product Manager (Self-proclaimed)

MOLOCO

14:00 - 14:40

ExhibitionStage #1-5

Hall A

A Purchase Data-Driven Approach to Reverse-Engineer Customer Discovery >

With rising raw material prices, changing consumer behavior, and diversifying...



Shinzaburo Aono
FEZ Inc.
General Manager of Development Headquarters



ExhibitionStage #2-5

Hall A

Ultra-product-out marketing >

We asked Mr Yamaguchi, who has been involved in NOT A HOTEL's PR/marketing te...



Takuma Yamaguchi
NOT A HOTEL Inc.
Marketing

MOLOCO

15:00 - 15:40

ExhibitionStage #1-6

Hall A

Utilizing Amazon DSP - AMC for Brand Building and Business Insights with Pacvue >

When you hear "Amazon Ads," do you only picture ads within Amazon's EC platfo...



Nate Shurilla
Pacvue
Managing Director of APAC



Tadashi Shimizu
Pacvue
Sales Director JP

PACVUE

ExhibitionStage #2-6

Hall A

Fighters' vision for the future of the F-Village ~ Mobile experience to accelerate fan engagement ~ >

With the Hokkaido Ballpark F-Village ESCON Field HOKKAIDO opening in March 20...



Yoshito Tanaka
Fighters Sports & Entertainment Co., Ltd.
Business Supervisory Div. Consumer Division Chief of Marketing Department



Yosuke Sato
Braze K.K.
GTM Strategy, Strategic Business Consultant

MOLOCO

16:00 - 16:40

ExhibitionStage #1-7

Hall A

Trending on social media every year! Examining Bioré UV hit products to understand the beauty SNS marketing techniques that generate buzz. >

This session is intended for marketing/PR professionals at beauty product man...



Yuri Nakatani
Mimi Beauty, Inc.
Director



Tatsuro Kobayashi
Kao Corporation
Skin Care Business, Brand Manager



Sayo Okamoto
Meta
Client Solutions Manager

Mimi Beauty

ExhibitionStage #2-7

Hall A

Mobile app promotion strategy by Bandai Namco Entertainment >

Bandai Namco Entertainment (BNE), which has released numerous game apps, and ...



Kosuke Tabata
Bandai Namco Entertainment Inc.
Assistant Manager, Team 1, Global Marketing Department, NE Business Division



Jaehong Cho
Bandai Namco Network Services Inc.
Chief, Online Marketing Team, Digital Marketing Department, Division 1

MOLOCO

17:00 - 17:40

ExhibitionStage #1-8

Hall A

SmartNews Ads: Evolution as a Marketing Solution >

SmartNews Ads is advertisement that can be served on the SmartNews news app. ...



Reiko Nagatsuma
SmartNews, Inc.
Executive Officer, Vice President of JP Ad Business



Daisuke Yamada
SmartNews, Inc.
Director, Industry Sales & Full Service Agency Sales



Yuta Kurihara
Dentsu Digital Inc.
Platform Department 2 Media Business Promotion Group



Ryusuke Kirikae
SmartNews, Inc.
Full Service Agency Sales 1 Manager

SmartNews

ExhibitionStage #2-8

Hall A

behind closed doors >

Marketers who are currently driving DX at Dior will talk about the customer e...



Yoko Eguchi
Parfumes Christian Dior (Japon) K.K.
Director, DX, Omnichannel Client & E-Business Dept.



Yukino Tamura
Parfumes Christian Dior (Japon) K.K.
DX Manager, DX, Omnichannel Client & E-Business Dept.

MOLOCO

10:00 - 10:40

ExhibitionStage #1-9 Hall A

AI X Young ad person

Generative AI has become all too familiar in the past couple of years. It is...

Moderator

Daisuke Nishimura
Tokyu Agency Inc.
General Manager, Context Media design Division

Kentaro Oku
Tokyu Agency Inc.
Digital context design section
Digital media planner

Yuka Tsunemori
Asahi Advertising Inc.
Planner / Programmatic Division

Yuji Hata
HAKUHODO DY MEDIA PARTNERS INCORPORATED
Hakuhodo DY ONE INCORPORATED

Koutaro Muraki
IPG MEDIABRANDS
Performance Digital Unit

Moe Yamada
I&S BBDO COMPANY
Engagement Solution DIV.

JAAA
Japan Advertising Agencies Association

ExhibitionStage #2-9 Hall A

Latest Examples of Brand Safety and Ad Fraud Prevention: What We Learned from failure.

We will hear in detail from Mr. Tabuchi, who manages the brand for "AMBI", w...

Soma Tanaka
en Japan Inc.
Executive Officer, Chief of Marketing Division

Hinato Tabuchi
en Japan Inc.
Team Leader, Marketing Division

MOLOCO

11:00 - 11:40

ExhibitionStage #1-10 Hall A

Sports and DOOH ~The Power of Content~

Delivering large-scale sports content in real-time via DOOH (Digital Out-of-H...

Takahiro Tomiyoshi
Japanese Olympic Committee
Public Relations Department

Ryunosuke Aota
Japan Wheelchair Rugby Federation
Chairman of Business Planning Committee and General Manager of Public Relations Department

Shota Gennozono
LIVE BOARD,INC
Director of Media Department

Live Board

ExhibitionStage #2-10 Hall A

Marketing execution strategy across the mercari Group

We hear about the marketing strategies that can only be implemented by the me...

Hiroaki Shimizu
Mercari, Inc.
Marketing team, Online Marketing Specialist/Manager

MOLOCO

12:00 - 12:40

ExhibitionStage #1-11 Hall A

Achieving a 300% increase in sales over the previous year! Understanding the balance between "branding" and "buzz" from Beyblade.

In less than a year since its release, Beyblade X has shipped over 5 million ...

Daichi Kobayashi
The Breakthrough Company GO
Creative Director

Akira Horikawa
TOMY Company,Ltd.
Global BEYBLADE Division Marketing Team

Nana Okui
WellNavIAI
CEO

GO
The Breakthrough Company

ExhibitionStage #2-11 Hall A

What is needed for women's success in society

While raising her three children, Miki Fujimoto, Mikitty, is still at the for...

Miki Fujimoto
Just Production Inc.
Talent

MOLOCO

13:00 - 13:40

ExhibitionStage #1-12

Winner of Gold at the World's 3 Major Design Awards! Thinking with Oops Brand Manager "Is Digital Advertising Against Branding?" >

Digital Advertising" and "Branding Improvement" are often thought to be diffi...



Hodaka Narita
Algoage Inc.
Executive Officer and Business Unit Manager



Shuntaro Tamura
PlusSwitch, Inc.
CEO



Yuna Ogawa
SQUIZ Inc.
Brand Manager

Oops

DMM チャットブースト CV

ExhibitionStage #2-12

Hall A

TimeTree's vision of the world ~The forefront of global expansion and data utilization~ >

Mr Fukagawa, CEO of TimeTree, will explain the story of the founding of TimeT...



Yasuto Fukagawa
TimeTree, Inc.
CEO

CMOLOCO

14:00 - 14:40

ExhibitionStage #1-13

Hall A

From New Customers to Repeat Customers: The Secret to Nurturing Customers Using 1st Party Data >

The common goal of many marketers is to acquire new customers. However, meas...



Keijiro Takeishi
PLAID, Inc.
Product Manager



Mahiro Saka
PLAID, Inc.
Marketing Dept, Executive Officer



Tsuyoshi Takashima
Jupiter Shop Channel Co., Ltd.
Assistant General Manager, E-commerce Dept. & Senior Manager, E-commerce Dept. EC DIV.

PLAID

ExhibitionStage #2-13

Hall A

Marketing from customer understanding to support business growth: the Pococha approach >

Pococha" is the top live-streaming service in Japan in terms of number of use...



Shota Onishi
DeNA Co., Ltd.
Marketing Dept., Pococha Service Division Lead Communication Planner



Ayumi Ohmichi
DeNA Co., Ltd.
Marketing Dept., Pococha Service Division Marketing Researcher / UX Researcher

CMOLOCO

15:00 - 15:40

ExhibitionStage #1-14

Hall A

BytePlus X ULTRA SOCIAL: The Goal of Customer Experience, Creating Serendipity, and the True Value of Next-Generation Technologies >

BytePlus, a B2B solutions division of ByteDance, delves into the importance o...



Keisuke Suzuki
ByteDance (BytePlus)
Country Manager, Japan



Yoshiyuki Kojima
ByteDance K.K.
BytePlus Pte Ltd.



Takahashi Ryota
ULTRA SOCIAL, Inc.
CEO

BytePlus

ExhibitionStage #2-14

Hall A

Creative PDCA and use of Youtube by BizReach's marketing team >

Amano, who is in charge of both digital and mass marketing at BizReach, will ...



Mamu Amano
BizReach, Inc.
Customer Marketing Department, Customer Management Division

CMOLOCO

16:00 - 16:40

ExhibitionStage #1-15

Hall A

Building the Programmatic Footprint in Japan >

Join this session to learn about StackAdapt's story, their growth into the Ja...



McCarten Liam
StackAdapt
VP APAC



Takeshi Yamaguchi
StackAdapt
Head of Business, Japan



Nobuyuki Onodera
Dentsu Digital
Dentsu Digital Global Center Manager

StackAdapt

ExhibitionStage #2-15

Hall A

New marketing trends using professional sports teams >

President Koizumi will explain the new future vision for the region that Kash...



Fumiaki Koizumi
Kashima Antlers F.C. Co., Ltd.
CEO

CMOLOCO

※Please note that the program is not final. Time and speakers may change.