Dated 20th Oct 2026

Official Conference

DAY0 10/21[Wed.] | **DAY1 10/22[Thu.]** | DAY2 10/23[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 (10/22) ◆ One Day PASS (10/23) ◆ Visitor PASS

09:00 - 09:10

Opening Remarks #1

Opening Remarks



Yuko Furuichi
Comexposium Japan
President and CEO

09:10 - 09:50

Keynote #1 Grand Ball Room

Growth Rebel — Companies don't create the future. People do. >

In this powerful opening keynote, Thomas Barta tells the stories of individua...



Thomas Barta
Marketing Leadership Institute
CEO

10:00 - 10:40

Keynote #2

Customer Creation Today 2026 >

As media and audiences become increasingly diverse, AI is accelerating commod...

Marketing For Growth powered by dentsu japan



Ousuke Fukada
DENTSU INC.
Managing Executive Officer (Marketing)



Yusuke Nakagawa
ASOBISYSTEM Co., Ltd.
Founder & CEO

10:50 - 11:30

Keynote #3

Beyond Efficiency: How Google is Driving AI-Powered Marketing Transformation >

With the rapid evolution of AI, its application in marketing is shifting dram...

Google



Kevin Murakami
Google
Global Marketing Director, AI Center of Acceleration



Tomoe Morishima
Google
Senior Director, Platform & Devices Marketing

11:40 - 12:20

Keynote #4

The Future of Discovery: How AI Is Changing How Consumers Choose >

Consumers are increasingly turning to AI assistants to research products, com...

CRITEO



Michael Komasinski
Criteo
Chief Executive Officer

Accessible Pass ◆ Full Conference PASS ◆ One Day PASS (10/22)

	Brand&Marketing	Media&Content	Data,Technology&AI	CX & Design	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	Reimagining decision-making, operations, and customer engagement through data and AI to drive business growth and expand experience value	Exploring how to design customer experiences, emotions, and relationships across fragmented touchpoints to create meaningful value	Focusing on the Japanese Market, Consumer Insights, Corporate Marketing, and Branding, as well as Discussing Internationally Notable Topics
13:30 - 14:20	BM-1 **Balancing Consistency and Change in Brand Strategy** For a brand to remain loved over time, it must preserve what makes it distinc...	MC-1 **Media Strategy Without Mass** The disappearance of “mass appeal” is an issue that upends the very foundatio...	DT-1 **The Hidden Cost of Automation** AI was supposed to reduce our workload. But once we actually put it to work, ...	CD-1 **Brand Purpose in Action: How Far Should Companies Go?** This session is designed for executives and managers at companies struggling ...	JI-1 **Entertainment as a Gateway to Global Markets** In recent years, Japan’s entertainment industry has emerged as one of the cou...
14:35 - 15:25	BM-2 **Turning Empathy into Revenue** Empathy is widely celebrated as a vital force in building strong brands, yet ...	MC-2 **The New Frontier of Influencer-Led Advertising** Influencer Content Has More Than One Outlet Running an influencer's post as ...	DT-2 **AIO: Optimizing for the Age of AI** What is the value of corporate content in the AI era? Shifts in search behavi...	CD-2 **How Data Drives Better Experiences and Business Growth — Building Trust Through Customer Data** “Will the effective use of customer data change in the AI era?” “We’ve collec...	JI-2 **Why Japan, Why Now? Understanding Its Global Appeal** What does it really mean to be “chosen” by the world? What rules and what gam...

BM-1 Balancing Consistency and Change in Brand Strategy

Moderator

Daisuke Otobe
Coup Marketing Company Inc.
CEO

Takaya Matsuda
HERALBONY Co., Ltd.
Co-CEO

Kaori Okamura
NH Foods Ltd.
Manager, Marketing Strategy & Innovation Office, Processed Foods Business Division

Junya Seki
Kao Corporation
MegRhythm Brand Manager, Personal Health Business, Health Beauty Care Business

MC-1 Media Strategy Without Mass

Moderator

Wataru Kubotani
DENTSU INC.
Integrated Marketing Consultant, Connection Planning Dept. II, Marketing Division II

Shinjiro Ninagawa
TV Tokyo Corporation
Exective Officer, Marketing Division

Hiroaki Minami
KODANSHA LTD.
Editor in Chief

Takuya Takahashi
Sony Marketing Inc.
Branding Design Office Chief Creative Director & General Manager

DT-1 The Hidden Cost of Automation

Moderator

Tadasuke Shiomi
VP, Marketing, Indeed Japan Co., Ltd.
Senior Vice President (Marketing), Indeed Recruit Partners Co., Ltd.

Kai Otsuki
Kobayashi Pharmaceutical co. ltd
Marketing Strategy Dept. DX Lead

Hiromasa Kida
Sekisui House Innovation & Communication
CMO & CDDO

Saki Minoda
CyberAgent, Inc.
Executive Officer

CD-1 Brand Purpose in Action: How Far Should Companies Go?

Moderator

Mihoko Nishii
DENTSU INC.
Marketing Department 6 Senior Branding Director

Shinya Inoue
SBC Medical Group Inc.
CMO

Sachio Yonebayashi
Kao Corporation
Director, Global Consumer Insights, Marketing Innovation Center

Taizo Meio
KOSÉ Corporation
Executive Officer DECORTÉ Division Director

JI-1 Entertainment as a Gateway to Global Markets

Moderator

Motohiko Tokuriki
note, Inc
note producer / Blogger

Aya Umezu
GEM Partners, Inc
Founder, Managing Director/CEO

Nen Hyo
Toho Co., Ltd.
Production & Development Department

Shuya Yamamoto
Sony Music Entertainment (Japan) Inc.
Echoes Producer

BM-2 Turning Empathy into Revenue

Moderator

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

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

Kaori Fujisawa
LOTTE CO., LTD.
General Manager Communication Design Department Marketing division

Satoko Matsui
Facebook Japan G.K.
Client Partner

MC-2 The New Frontier of Influencer-Led Advertising

Moderator

Kazuto Hakata
CyberAgent, Inc.
General Manager, Creative New Business Division

Shin Nakamura
Casio Computer Co., Ltd.
Sales Headquarters Timepiece Division Brand Marketing Department Promotion Strategy Section

Seiya Yamazaki
Ajinomoto Co., Inc.
Manager, Communication Strategy Group, Communication Design Department

Haruto Oka
HA-LU inc.
CEO

DT-2 AIO: Optimizing for the Age of AI

Moderator

Keitaro Takayanagi
PLAID, Inc.
Director

Hiromi Toda
Panasonic Connect Co., Ltd.
Corporate Communications Public Relations & Branding Senior Manager

Yoichi Aso
AlphaDrive Co., Ltd.
President and CEO / CAXO

Hideaki Tamai
Mizuho Bank, Ltd
Retail&Digital Coordination Department

CD-2 How Data Drives Better Experiences and Business Growth — Building Trust Through Customer Data

Moderator

Go Sugihara
Structure & Signals, Inc.
CEO

Noe Kobayashi
Kewpie Corporation
Head of the Customer Success Office, Digital Transformation Division

Hideki Ishibashi
NTT DOCOMO, INC.
Senior Vice President Head of Marketing Solutions

Eisuke Morita
Ads for Humanity Corporation
Representative Director, President & CEO

JI-2 Why Japan, Why Now? Understanding Its Global Appeal

Moderator

Yutaka Miyakawa
DENTSU INC.
Marketing Division 5, Consultant

Rikiya Okawa
OMRON HEALTHCARE Co., Ltd.
DUPUTY SENIOR GENERAL MANAGER JAPAN BUSINESS HQ

Hayate Usui
KODANSHA LTD.
IP Business Department Director

Yuuri Kogo
Avex Creator Agency Inc.
Co-Representative of MEET YOUR ART

15:40 - 16:30

BM-3

How Storytelling Strengthens Brands — Connecting Fragmented Customer Touchpoints

As the number of touchpoints connecting consumers and brands continues to gro...

Moderator

Nobuhiro Nagasaki
KODANSHA LTD.
Rights/Media Business Division, Deputy Executive Director

Takayoshi Sotani
Mizuho Financial Group
GM, Corporate Culture Office / Corporate Brand Director

Hiroki Koyama
MEGMILK SNOW BRAND Co., Ltd.
Dairy Foods Marketing Department, Cheese division, Manager

Ryo Wagatsuma
ASAHI BREWERIES, LTD.
Beer Marketing Department / Section Manager

MC-3

From Advertising Expense to Business Investment — Unlocking the Value of Sports Beyond Media Exposure —

Is sports sponsorship truly driving corporate growth? Relying solely on logo ...

Moderator

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

Yoshihide Naruo
JTB Corp.
Senior Manager

Hisanori Ezawa
Suntory Sports Limited
General Manager Sports Business Department

Arata Fukuda
adidas Japan K.K.
Director, Brand Communications Brand/Media

DT-3

Agentic AI: Reshaping Marketing from Planning to Purchase

How is agentic AI reshaping marketing when it can now handle planning, execut...

Moderator

Yoshiaki Fujihara
300Bridge Co., Ltd.,
CEO

Futoshi Nakagawa
SoftBank Corp.
DeputyDirector, AX Solution Division Enterprise Unit

Satoshi Tanaka
3M Japan Co.,Ltd.
Manager, Global Marketing & Sales Service

Keigo Kubota
Recruit Co., Ltd.
Director, Dining Marketing Department, Marketing Office

CD-3

Designing Unified Customer Experiences Across Channels

Customer touchpoints have multiplied. But have they actually led to a consist...

Moderator

George Moro
HAKUHODO PRODUCT'S INC. Senior Corporate Officer Member of the Board
HAKUHODO INC. General Manager Customer Experience Activation Division Executive Creative Director

Ryosuke Satake
Levi Strauss Japan K.K.
Department: Direct-to-Consumer (DTC) E-Commerce Job Title: E-Commerce Manager

Moyuru Kudo
Nissan Motor Co., Ltd.
Japan Sales Strategy / DX Dept.

Ayako Hirayama
MERY, Inc.
Director & CCO / Editor-in-Chief, MERY / Director, MERY Gen Z Research Institute

JI-3

Winning Globally: Balancing Localization and Brand Identity

How much should a brand standardize to stay true to itself—and where should i...

Moderator

Ikuko Ota
Accenture Song
Managing Director

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

Kazunori Tsushima
Hitachi, Ltd.
Deputy General Manager of Global Brand Communication Division, and General Manager of Global Strategy Department

Naoe Hirooka
Unicharm Corporation
Deputy General Manager, Global Marketing Communication Division LoveYourPossibilities PR Department — Department Manager

16:45 - 17:35

BM-4

Discovering and Creating New Markets

In a rapidly changing market environment marked by diversifying needs, it has...

Moderator

Saori Kiryu
Vector Group
Executive Vice President

Michiko Kitahara
MICHI inc.
CEO

Takumi Otsuki
Suntory Beverage & Food Limited
Brand Marketing Department CSD Marketing Leader

Norihide Ide
BOURBON CORPORATION
Managing Director and Exective Officer Development&Exploration Hedquarters International Corporate Planning Management

MC-4

Monetizing Fandom: Turning Communities into Revenue

Communities and fandom matter —but do you ever find yourself wondering, or bei...

Moderator

Hideki Ojima
Association for Promotion of Community Marketing
Representative Director

Hiroki Matsumoto
Ajinomoto Co., Inc.
Marketing Design Center, Communication Design Department, Customer Success Group — Group Manager

Mitsuyoshi Tabako
CAINZ CORPORATION
General Manager, Community Platform Department, Omoshiro Business Division

Tatsuya Takayama
Kurashicom Co., Ltd.
Business Development Division, Executive Officer

DT-4

Personalization vs. Delight: Finding the Balance

While algorithm-driven optimization provides an efficient experience, it also...

Moderator

Yusuke Aizawa
CyberAgent, Inc.
DX Direct Business Center General manager

Taito Ishizuka
LIFULL Co., Ltd.
HR Solution Development

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

Akane Endo
GiXo Ltd.
Manager, New Business Development Office and BE Division

CD-4

Designing Experiences That Build Lasting Relationships

As my interactions with AI have increased recently, I often find myself wonde...

Moderator

Junko Maeda
DENTSU INC.
Executive Creative Director, Marketing Division 6

Chihiro Tokai
CoWORK Law Office
Founding Partner

Ikuko Mukai
Ajinomoto Co., Inc.
Communication Design Department / General Manager

Manato Ito
SEGA XD CO., LTD.
President & CEO

JI-4

Beyond Tourism: Turning Visits into Lasting Relationships

The relationship with international visitors does not end when they purchase ...

Moderator

Yusei Hitokoto
CyberAgent, Inc.
Internet Ad Agency / Business Manager

Tetsuya Kubo
NAKED, INC.
Executive Officer, Head of Produce Department

Kazuko Kosaka
MIKI SHOKO Co., Ltd.
Marketing Department Sinior Director

Kensaku Hamada
istyle Inc.
Senior executive officer and CSO

Accessible Pass Full Conference PASS · One Day PASS (10/22)

18:00 - 20:00

Networking Party #1 · Grand Ball Room

Networking Party (17:30 Door Open)

DAY0 10/21[Wed.] | DAY1 10/22[Thu.] | **DAY2 10/23[Fri.]** | ● Keynote Official Conference

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09:30 - 09:50

Morning Content #1

Ready for What's Next: The Human Side of Reinvention >

AI is changing how consumers discover brands, how marketers work, and where b...



Jennifer Willey
Wet Cement
Founder and CEO

10:00 - 10:40

Keynote #5

How New Value Is Created: Insights from the Marketers of the Year 2026 Winner & Juries >

Now in its 9th year, the Marketers of the Year presented by Nikkei xTREND hon...



Tatsuro Kobayashi
Kao Corporation
Brand Director



Manaka Suzuki
Kao Corporation
Brand Creative 2 Creative／
Creative Director



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
Representative



Tomonobu Tominaga
OFFICE Shimofuri LLC
Representative,
Preferred Networks, inc. Executive Advisor



Michiko Kitahara
MICHI inc.
CEO



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

10:50 - 11:30

Keynote #6

From Inspiration to Purchase: Mastering AI-Powered Visual Search & Shopping >

As shopping journeys blur across search, consideration and conversion, brands...



Lee Brown
Pinterest, Inc.
Chief Business Officer



Kei Narita
Pinterest Japan G.K.
Managing Director, Japan



Mitsuru Gosha
KDDI CORPORATION
Media Planning Section / Group Leader

11:40 - 12:20

Keynote #7

Driving Sustainable Growth: What to Change, What to Preserve — Leadership Decisions and Value Creation in the Age of AI >

As markets evolve, consumer expectations shift, and technologies such as AI a...



Motoi Shimakawa
Nestlé Japan Ltd.
Representative Director, President & CEO



Hitomi Iba
IBA Company Ltd.
President

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

	Brand&Marketing	Media&Content	Data,Technology&AI	Retail&Commerce	People&Organization
	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	Reimagining decision-making, operations, and customer engagement through data and AI to drive business growth and expand experience value	Seeking New Business Opportunities Arising from the Evolution and Expansion of Customer Buying Behavior	Rethinking the role of people and organizations in the AI era, and evolving the structures, skills, and culture that drive marketing forward
13:30 - 14:20	BM-5 **What Makes a Brand "Chosen" by AI** › As AI becomes increasingly involved in search, discovery, and purchasing deci... Moderator **Yoshihisa Suzuki** dentsu Japan Growth Officer **Naohiro Togawa** The Breakthrough Company GO Executive Creative Director **Akiko Takeda** LY Corp. Marketing Service CBU Unit Lead **Akihiro Satomura** Visa Worldwide Japan Vice President	MC-5 **Redefining Reach in a Fragmented Media Landscape** › With both media and consumer behavior becoming increasingly fragmented, simpl... Moderator **Masahiro Nakano** DENTSU INC. Marketing Division 1 Managing Director **Mitsuru Gosha** KDDI CORPORATION Media Planning Section / Group Leader **Yuki Makitani** KIRIN Holdings Marketing Department **Shunsuke Imaoka** Mercari, Inc. Manager, Digital Marketing	DT-5 **Rethinking KPIs: What to Keep, What to Drop** › Are the KPIs you are tracking truly beneficial to your business? In this sess... Moderator **Yasuhiro Matsuno** DENTSU INC. Marketing Division 3 **Takashi Amano** DAIKIN INDUSTRIES, LTD. Corporate Communication Department **Makoto Koide** Japan Joint Industry Committee for Digital Advertising Quality & Qualify(JICDAQ) Executive Director Japan Advertisers Association(JAA) Visiting Researcher **Daisuke Tomozawa** Japan Advertisers Association (JAA) Special Advisor, Media Committee	RC-1 **Retail Media: Where Advertising Meets Commerce** › When real stores, as extensions of customers' reality where they can physical... Moderator **Tomonobu Tominaga** OFFICE Shimofuri LLC Representative, Preferred Networks, inc. Executive Advisor **Hirofumi Hamaguchi** DENTSU INC. Managing Director Retail Marketing Division **Naohito Nakamura** Mizkan Holdings Co., Ltd. Corporate officer Division General Manager Go-to-Market Strategy Division & Communications Division **Satoshi Kimijima** pHmedia President	PO-1 **Who Will Marketers Become in the Age of AI? — From Creators to Decision-Makers Who Drive Action** › AI analyzes. AI plans. AI writes copy. AI even creates the creative. So what,... Moderator **Yasuhito Tanaka** en inc Senior Executive Officer **Tomoharu Senda** DENTSU INC. Marketing Division 1 **Natsumi Akita** Mizuho Financial Group, Inc. Senior Managing Corporate Executive, Group Chief Culture Officer, Group Chief Branding Officer **Katsuaki Nagumo** FamilyMart Co., Ltd. Executive Director (Product Value & MD Reform)
14:35 - 15:25	BM-6 **Detecting Signals: How to Uncover Emerging Customer Needs** › As AI adoption accelerates, the ways consumers discover information and move ... Moderator **Yuki Ono** LY Corporation Corporate Officer, Business Design SBU Lead, Corporate Business Domain **Hiroya Suzuki** Minedia, Inc. CEO **Miki Mori** Yamaha Corporation Manager, Corporate Branding Division **Taro Hayashi** Mizkan Holdings Co., Ltd. Communication Division_ Corporate Officer	MC-6 **IP Strategy: Dependency or Co-Creation?** › "If you partner with a famous IP, your brand will grow"—but does that popular... Moderator **Hirota Takada** X Corp. Japan K.K. Global Content Partnerships | Partner Manager Anime, Manga & Music **Masayoshi Okuda** Recruit Co., Ltd. Director, Automotive Marketing Department, Marketing Division **Kenji Takeyama** Shueisha Arts & Digital Inc. Data Marketing Department, Professional Expert Shueisha Inc. IT Strategy Planning Department, Data Marketing Office **Nozomu Imai** JTB Corp. Brand, Marketing & Communications Team	DT-6 **From Insights to Action: Making Data Work** › Thank you for your hard work every day! - You've conducted analyses, but they... Moderator **Akitaka Ishida** DENTSU INC. Senior Consulting Director and HRM Co-Director, Data Marketing Division **Ryosuke Kogure** Shiseido Co., Ltd. Digital Marketing Strategy Dept. Vice President **Tsuyoshi Takashima** Jupiter Shop Channel Co., Ltd. Manager,E-commerce Dept.EC Div. **Yoshitomo Kawamoto** Kao Corporation Director, Global Marketing Intelligence Department, Marketing Innovation Center	RC-2 **Where Do New Customers Come From?** › With soaring digital marketing CPAs and an increasingly crowded, complex land... Moderator **Kazuhisa Sase** OPT, Inc. Sales Professional **Naohiro Horikawa** Rakuten Group, Inc General Manager of the Group Strategy Office **Shogo Okazeri** StylingLife Holdings Inc. PLAZASTYLE COMPANY Company Executive and Head of Marketing **Tadashi Nishihara** MOON-X Inc. Sales/Channel Strategy Division Senior Vice President	PO-2 **HR × Marketing: Rethinking Talent Strategy** › The field of human resources holds immense untapped potential as a new fronti... Moderator **Koji Ishii** PERSOL CAREER CO., LTD. Corporate Strategy Division General Manager **Tatsuya Kaneda** Takamatsu House Co., Ltd. Director, Senior Managing Executive Officer Head of Business Promotion Division **Mayuko Kishida** Panasonic Connect Co., Ltd. Design & Marketing Division Corporate Communications Department IMC Section 2 Manager **Syuichi Namai** Ibaraki Prefectural Shimotsuma First High School and Junior High School school principal

15:40 - 16:30

BM-7

Brand Safety in the Age of Outrage

Online backlash is no longer a distant threat for today's marketers and busin...

Moderator



Daisuke Inoue
KIYO Learning Co.,Ltd.
Executive Officer



Keisuke Ezoe
Kao Corporation
Team Leader, Social Media Management Team, Media Marketing Department, Marketing Innovation Center, Kao Corporation



Manami Kawazu
YO-HO Brewing
Brand Promotion Unit Director



Yoshitake Katayama
DAIKIN INDUSTRIES, LTD.
General Manager, Corporate Communications Department

MC-7

Winning in a Zero-Click World

The Essence of Zero-Click and the Future of Content Strategy AI comes to rea...

Moderator



Hirokazu Kai
Unified Service, Inc.
Marketing



Mayu Daigo
Nikkei Inc.
Producer Product Development & Ad Operations Department Solutions Design Unit, Media & Business Solutions



Yoshiki Tamura
DOCOMO SMTB Net Bank, Inc.
CX Marketing Strategy Dept.



Takeshi Suzuki
New Balance Japan, Inc.
Director of Marketing

DT-7

AI and Creativity: Scaling Without Losing Quality

In an era where generative AI evolves at breakneck speed, standing still is n...

Moderator



Masaki Nishida
SOLANA.LLC
CEO



Makoto Kawazu
SUMITOMO MITSUI FINANCIAL GROUP
Digital Strategy Dept. Senior Vice President



Yusuke Fujikawa
NISSIN FOODS HOLDINGS CO., LTD.
Head of Creative Strategy



Yoshimi Urushibata
Shiseido Japan Co., Ltd.
DX Division Digital Contents Creation Group

RC-3

Is Agentic Commerce Becoming Reality?

[Target Audience] Executives and marketers leading EC/commerce and brand stra...

Moderator



Takashi Yoshida
Hakuhodo Inc.
Director, Agentic Commerce Domain, Commerce Consulting Division



Takashi Okutani
Super Normal Inc.
CEO



Tatsuya Nagamori
Shiseido Japan Co., Ltd.
Digital & AI Transformation Strategy Dept., Vice President



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

PO-3

In-House or Agency? Finding the Right Balance

In-house or Partner? — In this session, three marketing leaders from differen...

Moderator



Chikamasa Ninagawa
CyberAgent, Inc.
Senior Executive Officer



Tatsuya Hasebe
TOKYU CORPORATION
Digital Platform URBANHACKS Senior Marketing Producer



Takehisa Eda
Marugame Udon, Inc.
Executive Officer & General Manager of Marketing Division



Takeshi Kato
Yamaha Corporation
Corporate Branding Division , Leader

16:45 - 17:35

BM-8

From Cost to Investment: Rethinking Marketing KPIs

We call advertising an investment. Yet the moment business results soften, it...

Moderator



Shunsuke Konno
DOCOMO SMTB Net Bank, Inc.
Managing Executive Officer, Head of CX Marketing Strategy Department



Ryosuke Sato
Tokyo Gas Co., Ltd.
Residential Market Strategy Dept. Branding Promotion Sect.



Tatsuya Okamoto
Ajinomoto Co., Inc.
Advisor



Shuichiro Tanida
dip Corporation
Marketing Headquarters Platform Marketing Division baitoru DivisionDepartment Head

MC-8

Trust in Advertising: Transparency in the Age of Automation

Trust in digital advertising is rock bottom??? As seen in fraudulent advertis...

Moderator



Yukiko 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



Hideyuki Nagasawa
Quality Media Consortium
Secretary-General



Shingo Ito
NTT EAST
Global Business Office, Asia Business Development, Senior Manager

Ayana Suzuki
Ministry of Internal Affairs and Communications
Information and Communications Bureau Advanced Information Systems and Software Division Assistant Director

DT-8

How Far Can AI Understand Human Emotions?

How far is AI able to handle the true feelings that lie deep within people—su...

Moderator



Yoshihiro Kozuka
ADK Marketing Solutions Inc.
Experience Creative Department / Creative Director, Creative Technologist



Takahiro Ishiwata
Mercari, Inc.
Marketing Director / AI Marketing Lead



Yuri Egami
X Corp. Japan K.K.
Head of Brand Unit, Creative Strategy



Takahiro Omatsu
Decom,inc.
CEO

RC-4

From Transactions to Relationships: The Future of Commerce

Stores, Apps, Payment, Data, AI— Advances in retail technology have greatly e...

Moderator



Ryosuke Ota
DENTSU INC.
General Manager, Retail Marketing Department



Kaori Tanaka
AEON Retail Co., Ltd.
General Manager Retail Media Promotion Dept. Sales Planning & Retail Media Div.



Tomohiro Mashiba
NTT DOCOMO, INC.
General Manager, Marketing Innovation Department, Marketing Solutions Headquarters



Ayako Ando
PARCO CO.,LTD.
General Manager of Customer Strategy

PO-4

How Marketing Organizations Evolve—and What Must Endure in the Age of AI

Advances in generative AI are rapidly driving the automation and sophisticati...

Moderator



Hiroyuki Takaguchi
Seeds & Strategies Inc.
CEO



Kazuhiro Obara
Catalyst



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



Satoko Belouad
Ultragenyx Japan K.K.
Associate Director, Marketing

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

18:00 - 20:00

Networking Party #2 | Billboard Live Tokyo

Networking Party (17:30 Door Open)

Exhibition Stage

DAY1 10/22[Thu.] | DAY2 10/23[Fri.]

Sessions will be available only in the language used by the speaker, and simultaneous interpretation will not be provided.

Accessible Pass ・Full Conference PASS ・One Day PASS (10/22) ・One Day PASS (10/23) ・Visitor PASS

13:00 - 13:40

ExhibitionStage #1-2

Navigating the AI MarTech Evolution: The "Triad" Co-Creation Model for Sustainable Growth >

From legacy DWHs to CDPs, and now to AI-powered orchestration, the MarTech la...

Takuto Nagamatsu
MEMBERS Co.,Ltd
Executive Officer, Director of Marketing DX Headquarters

Kazuya Toma
Treasure Data
Head of Professional Services / Chief AI Officer, Japan



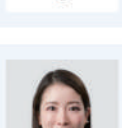
Naoki Iketeru
Golt Co.,Ltd
CEO

Members

ExhibitionStage #2-2

Beyond a Full House: Creating Fan Engagement with Popular IP and Data >

Collaborations with popular intellectual properties (IP) can bring new audien...



Yuki Kimura
TONIQ Inc.
CEO

TONIQ

Shun Yamaji
Sanfrecce Hiroshima Co., Ltd.
General Manager, Business Management Division

SANFRECCE



Kou Hamada
Sanfrecce Hiroshima Co., Ltd.
Business Promotion Department

SANFRECCE



Shohei Takebuchi
Japan Professional Football League (J.LEAGUE)
Head of Marketing, Business & Marketing Division

TONIQ

14:00 - 14:40

ExhibitionStage #1-3

A New Playbook for Customer Acquisition: How the Transaction Moment Is Driving Membership Growth at SHIFT AI >

Search, social, video platforms. Once the major acquisition channels have bee...



Koki Shirai
SHIFT AI inc.
marketing director

SHIFT AI



Kohei Ono
Rokt GK
Head of advertising, Japan

ROKT

ROKT

ExhibitionStage #2-3

Introducing ChatGPT Ads: A New Way for Customers to Discover Your Brand >

"Which product is right for me?" "Which service should I choose?" As people ...



Haruyo Kagawa
OpenAI Japan LLC
Head of Japan Market Strategy, Ad Solutions



Ying Dong
OpenAI Japan LLC
Ads Solutions

Nanase Morikawa
NTT DOCOMO, INC.
Marketing Media Department, Digital Marketing, Assistant Manager

docomo

15:00 - 15:40

ExhibitionStage #1-4

Unlocking CTV Marketing Through the Home Screen - Dentsu, TVS REGZA, and Teads Uncover Case Studies and Marketing Insights >

As the digital advertising landscape evolves, budgets are increasingly shifti...



Takaya Hoshi
Dentsu Japan International Brands Inc.
Chief Strategy Officer



Sougo Tsuboi
TVS REGZA Corporation
Cloud Business Center & General Manager



Koya Nakagawa
Teads Japan K.K
Country Manager

ExhibitionStage #2-4

Not Every Spike in Customer Data Is a Signal >

Brands now see more customer data than ever: social posts, reviews, purchases...



Daniel Wei
TP
COO, TP Infinity



Mitsuaki Ako
TP
Vice President, Business Development, Japan

16:00 - 16:40

ExhibitionStage #1-5

What Makes a Marketer Worth Choosing 10 Years From Now? How the Under-35 Generation Is Navigating AI and Building Their Careers >

As generative AI and AI agents keep advancing, the work of marketers, from an...



Kentaro Nakajima
Adobe KK
Head of Social, Japan Global Marketing Organization Japan Integrated Marketing Social Media Marketing Department



Ukyo Oe
Central Japan Railway Company
Sales Division



Natsuki Kamiya
Panasonic Connect Co., Ltd.
Design & Marketing Division Corporate Communications Department IMC Section 2



Kentaro Ouchi
KDDI CORPORATION
Driving Growth Division / Core staff

ExhibitionStage #2-5

Beyond the Company Name: What People Who Get Chosen as Individuals Do at the Dinner Table >

For advertising and marketing professionals who value business dinners and me...



Ryu Hamasaki
TERIYAKI Co., Ltd.
Executive Office



Ruriko Kojima
Kinacoco LLC
Founder



Keita Toyono
FreakOut Holdings, Inc.
Japan Advertising Division Honda Shoji Co., Ltd. COO / Investment Division Division Manager

17:00 - 17:40

ExhibitionStage #1-6

Lessons from Biore: The Secret Behind Its Constant Social Media Buzz and Stream of Hit Products >

Why do Biore products go viral on social media and become hits every time the...



Yuri Nakatani
Mimi Beauty Co., Ltd.
Director



Tatsuro Kobayashi
Kao Corporation
Brand Director

ExhibitionStage #2-6

The Forefront of Real-World Media 2026 >

As AI and digital technologies continue to transform how consumers discover a...



Daigo Hayamizu
Gate One Corp.
Executive Vice President and COO



Yuma Watanabe
Hit Co., Ltd.
Director



Junki Miura
News Technology Inc.／Vector Inc.
CEO／Executive Officer



Seiya Kato
Bizpa.,Co Ltd
Executive Officer

DAY1 10/22[Thu.] **DAY2 10/23[Fri.]**

Sessions will be available only in the language used by the speaker, and simultaneous interpretation will not be provided.

Accessible Pass Full Conference PASS / One Day PASS (10/22) / One Day PASS (10/23) / Visitor PASS

13:00 - 13:40

ExhibitionStage #1-8

Thinking about what AI CANNOT do!!

AI is amazing. AI is smarter than humans. With that as a given, what should ...



Daichi Kobayashi
The Breakthrough Company GO
Creative Director



Junko Koyama
KOYAMAJUNKO.LTD
COPYWRITER/CREATIVE DIRECTOR



Masataka Mouri
CyberAgent, Inc.
Executive Officer



Kensuke Furukawa
alu.inc
none



Sanae Shimazu
centforce
announcer



Gon Hasegawa
The Breakthrough Company GO
Creative Solutions Division

ExhibitionStage #2-8

How Do We Create New Value for Customers and Society? — Insights from the Japan Marketing Awards

When people think of marketing, many may associate it with selling products, ...



Yoshimitsu Kaji
Cinnamon Co., Ltd.
Chairman & CSDO



Shinya Takeshita
ADK Marketing Solutions Inc.
Director Executive Officer , Head of Soutions



Atsuko Kano
Unicharm Corporation
Love Your Possibilities PR Department Department Manager and Recycle Business Development



Naruhiko Ito
Shiseido Japan Co., Ltd.
Self Suncare Skincare Marketing Dept.

日本マーケティング協会

14:00 - 14:40

ExhibitionStage #1-9

SBI SECURITIES Co.,Ltd Advertising Strategy: Using First-Party Data to Track the “Path to Application”

In addition to “acquiring new customers,” how can we visualize the business o...



Kumiko Tajima
PLAID, Inc.
Ad Solution Dept Signals Team Unit Manager



Hiroki Kaihara
SBI SECURITIES
Retail Marketing Dept.Manager

ExhibitionStage #2-9

How Should DOOH Be Integrated into Media Planning? — The Role of DOOH in Integrated Marketing and Data-Driven Measurement —

As consumer media habits continue to diversify, advertisers are increasingly ...



Yasuo Oyama
Geniee, Inc.
Demand Side Business Division Director and Head of Sales



Daichi Hoaki
CyberAgent, Inc.
OOH Division Director / Head

15:00 - 15:40

ExhibitionStage #1-10

From Brief to Campaign: AI Video Agents Reshape Human-AI Creative Collaboration ›

As generative AI evolves, its role in advertising creative is shifting from a...



Weiyu Chen
Everfir Limited
Head of Strategic Partnerships



Ryoichi Wada
TOKYO EPIC INC.
Representative Director

ExhibitionStage #2-10

The Frontlines of Recruitment Marketing: Success Stories from PR and HR Professionals ›

■ Who Should Attend HR professionals, PR and communications staff, marketers,...



Ikumi Narui
株式会社AIメンタルサポート
CEO



Hajime Hasegawa
TWOSTONE&Sons Inc.
Member of the Board



Satoko Suzuki
for Startups, Inc.
Executive Officer

16:00 - 16:40

ExhibitionStage #1-11

Who Will Your OOH Move? | The Future of OOH: Global Perspectives and GEM, a New Measure for Creative Evaluation ›

How many ads have you encountered today? And which of them do you remember? ...



Sora Tsukawaki
ORICOM CO., LTD.
OOH Media Business Division OOH Media Department



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

ExhibitionStage #2-11

Marketing in Action — So, What Do We Do Tomorrow? Reflecting on ad:tech tokyo 2026 and Taking the Next Step in Marketing ›

As AI, data, branding, customer experience, media, and organizations continue...



Koji Kage
Office Kage Koji Corporation
Representative



Motohiko Tokuriki
note, Inc
note producer / Blogger



Naoyo Noda
MCDecaux, Inc
Marketing Dept. Associate Manager



Ikuko Ota
Accenture Song
Managing Director