

# Official Conference

DAY1 10/19[Thu.] DAY2 10/20[Fri.] • **Keynote** Official Conference

Accessible Pass Full Conference PASS One Day PASS (10/19) One Day PASS (10/20) Visitor PASS

08:30 -

## Registration open

09:00 -  
09:40

OpeningSession #1 Grand Ball Room

### Morning Session: What Top Marketers are Focusing on Now >

ad:tech tokyo 2023 is just around the corner. For marketers, one of the most ...



**Yoshihisa Suzuki**  
DENTSU INC  
Executive Officer



**Yuki Yamaguchi**  
Panasonic Connect Co., Ltd.  
Vice President Chief Marketing  
Officer Design Officer Diversity,  
Equity & Inclusion Officer Connect  
Culture HUB Officer



**Fujiyo Ishiguro**  
Netyear Group Corporation  
Director, Chief Evangelist

09:40 -  
10:00

## Opening Remarks

Grand Ball Room

10:00 -  
10:40

Keynote #1 Grand Ball Room

### Evolving marketing through the analytical approach of Amazon Ads >

Customers use Amazon in a variety of ways, for a variety of purposes: they mi...



**Tetsu Ishii**  
Amazon Ads Japan  
Country Manager



**Kazuhiko Nomura**  
Asahi Soft Drinks Co.,Ltd.  
Director, Managing Officer and  
Senior General Manager of Marketing  
Headquarters

10:45 -  
11:25

Keynote #2 Grand Ball Room

### How the French Jewellery Brand Gemmyo used Digital to conquer Europe >

In 12 years, Gemmyo has established itself as the preferred jewelry brand for...



**Pauline Laigneau**  
GEMMYO  
Co-founder & CMO

11:30 -  
12:10

Keynote #3 Grand Ball Room

### Why engagement matters: how brands are driving deeper connections with the future of Japan through content and innovation. >

Spotify Advertising is a growing global platform that allows for brands to ex...



**Lee Brown**  
Spotify  
Global Head of Advertising Business  
& Platform, VP

12:15 -  
12:55

Keynote #4 Grand Ball Room

### Future Possibilities of "Sports x Marketing": Considering Its Development Involving Fans, Media, and Business >

In Japan, it is said that the number of sports fans is declining along with t...



**Tomoaki Makino**  
Former Japanese national soccer  
player  
Vissel Kobe Evangelist



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

**Brand&Marketing**

Considering the brand image required today and its construction, based on the changes in the consumer and business environment.

13:30 - 14:20

BM-1 EN Room9

**What Should Marketers Do During A Creeping Recession?**

As recession creeps over the global economy, and Japan with the 3rd largest G...

Moderator



**Erika Matsubara**  
Dentsu Inc.  
Integrated solutions division4 /Head of Dentsu mamalab



**Soma Tanaka**  
en Japan Inc.  
Executive Officer, General Manager of Digital Marketing Department



**Naoko Tsuchiya**  
American Express International, Inc  
Brand Director



**Yosuke Sato**  
CyberAgent, Inc  
Chief Creative Officer

**Media&Content**

Capturing the ideal role of media and the new relationship with content, and considering communication design that captures the hearts and minds of consumers.

MC-1 EN Room7

**Who Are the Creators of the New Era in Television?**

Television has long been the symbol of mass media. Recently, the definition a...

Moderator



**Motohiko Tokuriki**  
note, Inc  
note producer / Blogger



**Toshihiro Shimizu**  
FUJI TELEVISION NETWORK, INC.  
Manager



**Naoya Inoue**  
Nippon Television Network Corporation  
Business Development Producer



**Yuka Maeda**  
TV TOKYO Corporation  
Marketing Division-Promotion Strategy Department

**Data&Technology**

Considering business opportunities and extending the value of the experience through the correct use of data and technology.

DT-1 Room5+6

**The Future of IT in Japan**

Global tech giants are offering new services such as generative AI and improv...

Moderator



**Daisuke Tomozawa**  
e-design Insurance  
CMO



**Shunsuke Konno**  
NTNL Corporation  
CEO



**Hideki Ishibashi**  
NTT DOCOMO, INC.  
General Manager of Marketing Innovation Depart., Smart Life Biz. Company



**Junko Watabe**  
Recruit Co., Ltd.  
Division Manager, Quality Management Office

**Next**

Deepen your understanding of the latest trends that all those involved in communication should know about.

NX-1 Room3+4

**WEB3 Frontline - The Next Steps for Growth**

With high expectations, the concept of "Web3" is being viewed from various an...

Moderator



**Takayuki Suzuki**  
MetaTokyo Co., Ltd.  
CEO



**Kazuhiko Chuman**  
KDDI Corporation  
Head of KOIF & MUGENLABO



**Yoshihiro Kozuka**  
ADK Marketing Solutions Inc.  
Creative Director / Creative Technologist



**Kazuhiro Obara**  
Auhtor  
After Digital/Process Economy Author

**People**

Considering how to create a marketing organization that strengthens the brand.

PP-1 Room1+2

**The Potential for Job-Based Employment in Japan and the Role of Marketers**

Job-based employment refers to a form of employment in which employees are hi...

Moderator



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



**Ryo Ishido**  
Kobayashi Pharmaceutical  
Chief Digital Officer



**Syuichi Namai**  
Ibaraki Prefectural Shimotsuma 1st High School  
Vice Principal



**Kyoko Ozawa**  
Koala Sleep Japan  
Head of Marketing



**Yuri Nakada**  
Panasonic Connect Co., Ltd.  
General Manager, Marketing Planning & Capabilities

**Workshop**

Advance registration required

Full Conference PASS available for audiences

WS-1 The Park View Room

**Learn the Perception Flow® Model**

The Perception Flow® Model, introduced in "The Art of Marketing" (Senden-Kaig...



**Daisuke Otake**  
Coup Marketing Company Inc.  
CEO

14:35 - 15:25

BM-2 EN Room9

**Consider the Usefulness of Brand Value as Non-financial Information (Non-financial Capital)**

Many companies and organizations are now working to provide products and serv...

Moderator



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



**Kei Fukuyoshi**  
SAPPORO REAL ESTATE CO., LTD  
DX Promotion Group, Corporate Planning Department



**Yuko Suzuki**  
Sunstar Group  
Executive Officer, Marketing, Consumer Business, Japan



**Tadasuke Shiomi**  
Recruit Co., Ltd.

MC-2 EN Room7

**It's Not Just Generation Z - What Does Over 70, Which Has Ushered in an Era, Have in Store for Us?**

Many companies and organizations are now working to provide products and serv...

Moderator



**Tetsuya Maeda**  
baton, Inc  
Executive officer & Business strategy director



**Asako Yamaoka**  
HalmeK Holdings Co., Ltd.  
HalmeK Editor-in-chief



**Shuhei Fujisawa**  
Suntory Wellness Ltd  
Chief



**Kiwa Kawada**  
Accenture Japan Ltd  
Droga5 Strategy Director

DT-2 Room5+6

**Now Is the Time for the Public and Private Sectors to Work Together for Japan's DX**

We will discuss the current state of DX in Japan, the challenges associated w...

Moderator



**Shouji Fujiwara**  
DIP Corporation  
Chief Executive Officer



**Naomi Koshi**  
Miura&Partners / OnBoard K.K. / Former Mayor of Otsu City  
Partner / CEO



**Yuriko Furunaga**  
IBM Japan Digital Services Company  
Manager, Kyushu DX Center



**Hiroshi Onodera**  
YAMAP INC.  
Executive Officer and General Manager, Marketing Strategy Division

NX-2 Room3+4

**Well-being and Human Capital Management**

What are the "three paradigm shifts" necessary for wellbeing and human capit...

Moderator



**Keiko Mori**  
FICC inc.  
CEO



**Daisuke Yamazaki**  
Motherhouse Co Ltd.  
Vice President



**Masayuki Yamagata**  
Kindai University  
Professor of Faculty of Business Administration



**Toya Kobayashi**  
WILLSeed Co., Ltd.  
HRD Business Division / General Manager

PP-2 Room1+2

**Marketers' New Careers~How the Value of Marketers Has Changed and How They Should Be Developed**

The role of marketers in the digital age is becoming increasingly diverse, re...

Moderator



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



**Katsuhiko Iwao**  
Kao Corporation  
Project Manager, Precision Life Care Business Creation, Life Care Business



**Yosuke Imanishi**  
DeNA Co., Ltd.  
Executive Business Producer



**Miyoko Oki**  
Serend LLC  
Founder and Principal



**Masayuki Hori**  
SAKUSEN TOKYO Inc.  
CEO

15:40 - 16:30

BM-3 EN Room9

### Marketing of Empathy That Moves Customers - Offline and Online >

While the points of contact between brands and customers have diversified and...

Moderator

**Arisa Kurasako**  
Facebook Japan  
Marketing Science Lead

**Yumiko Kurakawa**  
POLA Inc.  
Brand Communication Div.

**Takuya Nishimura**  
ASAHI BREWERIES, LTD.  
Manager in charge Deputy Director

**Yoshiaki Fujihara**  
UNITEDARROWS.ltd  
CDO

MC-3 EN Room7

### The Power of Sports Content and Its Marketing Appeal >

Everyone is aware of the excellence of sports, but we often hear people say t...

Moderator

**Yasuhiro Tanaka**  
YOSHINOYA CO., LTD.  
Chief Marketing Officer

**Kay Matsuoka**  
Japan Women's Empowerment Professional Football League  
Executive Committee Member / Marketing Division General Manager

**Keita Suzuki**  
AuB K.K.  
CEO

**Naoya Baba**  
SUNTORY HOLDINGS LIMITED  
Senior General Manager, Advertising Department, Digital Marketing Department

DT-3 Room5+6

### De-idealization! The Current Cookieless Efforts of Various Companies >

With the end of third-party cookie support for the Chrome browser coming up i...

Moderator

**Shoto Sasaki**  
HAKUHODO DY MEDIA PARTNERS INCORPORATED  
MEDIA PLATFORM STRATEGY DEPARTMENT Solution Development Producer

**Haruyo Kagawa**  
Index Exchange Japan K.K.  
Managing Director, Japan

**Atsuko Kobayashi**  
e'quipe, LTD.  
SUQUU Marketing Department OMO/CXM Manager

**Akiko Inoue**  
Sony Marketing Inc.  
Marketing Manager Customer Marketing Division

NX-3 Room3+4

### How to Create Serendipity for Consumers >

Many consumer 2are accustomed to a certain range of information, such as reco...

Moderator

**Tamami Obuchi**  
DENTSU INC.  
Art Director / UIUX Designer

**Hiroko Matsushima**  
McDonald's Company (Japan), Ltd.  
Marketing Division, National Marketing Department, MGR

**Naomi Ito**  
McDonald's Company (Japan), Ltd.  
National Marketing division, Digital team

PP-3 Room1+2

### Competencies Required in the Generative AI Era >

Members from Adobe, CyberAgent, Infobahn, and ELYZA, all of whom are at the f...

Moderator

**Ryuji Noguchi**  
ELYZA,inc  
CMO

**Akihiro Satomura**  
Adobe Inc.  
Chief Marketing Officer

**Maako Hokinoue**  
CyberAgent,Inc  
AI creative planner

**Junya Tanaka**  
INFOBAHN Inc. / Marketer Career Association  
President and Representative Director / Representative Director

**Kyun\_kun**  
Wearable Agent Creator/ Mechanical Engineer

WS-2 The Park View Room

### Consider platform marketing through the development of use cases for new products >

In order for new products and services to take root in people's lifestyles, i...

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

**Toru Isobe**  
Preferred Robotics, Inc.  
Chief Executive Officer

16:45 - 17:35

BM-4 EN Room9

### How to Create a Corporate Message In the Midst of Transforming Value Offerings >

In today's market landscape, traditional top-down corporate communication mig...

Moderator

**Junichi Nakamura**  
Facebook Japan  
Head of Marketing Science North East Asia

**Yui Sekiguchi**  
Lenovo Japan LLC  
Marketing Department

**Chihoko Doi**  
DAIKIN INDUSTRIES, LTD.  
Publicity Group Manager

**Kei Saito**  
DINETTE INC.  
CMO

MC-4 EN Room7

### The Relationship Between Laughter and Engagement >

It would be difficult to academically substantiate the "relationship between ...

Moderator

**Koji Kage**  
Office Kage Koji Corporation  
Creative Director

**Kazuhiro Nomura**  
BK Japan Holdings  
President

**Tatsunobu Kawai**  
Yuraku Confectionery Co., Ltd  
President

DT-4 Room5+6

### Marketing Transformation with Generative AI >

This session will discuss the evolution of Generative AI and the new possibil...

Moderator

**Kuniyoshi Mabuchi**  
General Incorporated Association Metaverse Japan  
Co-Representative Director

**Hiroki Mukaino**  
Panasonic Connect Co., Ltd.  
Senior Manager, IT & Digital Strategy

**Dai Shibayama**  
HAKUHODO TECHNOLOGIES INC.  
Corporate Officer Product Development Division General Manager

**Kazuhiro Yonejima**  
MonotaRO Co.,Ltd.  
General Manager, Marketing Dept.

NX-4 Room3+4

### Off the Record! Sharing The Failure and Lessons Learned From It >

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

Moderator

**Hidetoshi Uchiyama**  
unerry Inc.  
CEO

**Takaaki Hasegawa**  
FANCL CORPORATION  
Sales Planning Department Manager

**Kazumi Hashizume**  
MEGMILK SNOW BRAND Co., Ltd.  
Marketing Dept Marketing Research Group Manager

**Osamu Kanai**  
Recruit Co.,Ltd.  
Marketing Office Division officer

PP-4 Room1+2

### Rethinking Diversity - Age, Gender, Parallel Careers, Digital and Non-digital >

While the promotion of diversity is becoming a well-established initiative in...

Moderator

**Mayuko Nakano**  
Dentsu Digital Inc.  
Digital Planning Director, Division Manager, Division 5, Strategic Account Planning Department, Media & Communications Area

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

**Shinya Inoue**  
PIONEER CORPORATION  
CMO, Corporate Strategy Division

**Akiko Nishidate**  
Brand Journalism, Inc/WHITEGLASSES, Inc.  
COO

**Dysuke Kikuchi**  
NTT ADVERTISING, INC.  
Department of Consulting & Head of Department

Accessible Pass Full Conference PASS One Day PASS (10/19)

18:00 -

NetworkingParty #1 Grand Ball Room

Networking Party (17:30 Door Open)



Accessible Pass **Full Conference PASS** **One Day PASS (10/19)** **One Day PASS (10/20)** **Visitor PASS**

09:00 -

**Registration open**

09:30 -  
09:50

**OpeningRemarks #2** **Grand Ball Room**

**Surviving and Thriving Beyond 2025: The Transformative Impact of ESG on Modern Marketing** >

While technological trends like AI, identity and data privacy are at the fore...



**Jennifer Willey**  
Wet Cement  
Founder and CEO



10:00 -  
10:40

**Keynote #5** **Grand Ball Room**

**The 12 Powers of a Marketing Leader** >

You understand customers. You have a passion for brands. Your work is importa...



**Thomas Barta**  
Global CMO Expert  
Founder, The Marketing Leadership Masterclass



10:45 -  
11:25

**Keynote #6** **Grand Ball Room**

**Is there a future for advertising? - Questioning transparency in a black box industry** >

TV commercials have been on the decline in the advertising industry, not only...



**Kohzoh Takaoka**  
K & Company K.K  
Representative Director



**Yuuki Ohki**  
Reiwa Travel, Inc.  
Chief Communication Officer



**Masaki Tabe**  
NOVASELL INC.  
Representative Director and CEO



11:30 -  
12:10

**Keynote #7** **Grand Ball Room**

**Marketers of the Year 2023 Award Winners & Judges Discuss Market Creation and Marketers' Qualities** >

Speakers are the winners of the 6th "Marketers of the Year Awards" given by N...



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



Moderator



**Moe Kudo**  
Soup Stock Tokyo Co., Ltd.  
Director General Manager, Value Creation



**Keisuke Fukuta**  
FUKUDA HAMONOKOGYO  
Director / Technical Manager



**Daisuke Otohe**  
Coup Marketing Company Inc.  
CEO



**Koji Kage**  
Office Kage Koji Corporation  
Creative Director



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



13:30 - 14:20

Brand&Marketing	Media&Content	Data&Technology	Retail&Commerce	Creative	Workshop
<p>Considering the brand image required today and its construction, based on the changes in the consumer and business environment.</p> <p><b>BM-5</b> EN Room9</p> <p><b>Does the Purpose Lead to Action?</b></p> <p>“Purpose” is a raison d’être of a company. While more companies formulate th...</p> <p>Moderator</p> <p><b>Saori Kiryu</b> Vector Group Executive Vice President</p> <p><b>Mai Kimura</b> Timee, Inc. Head of Brand Experience</p> <p><b>Fumiaki Koizumi</b> Mercari, Inc. President</p> <p><b>Masafumi Koja</b> PILOT CORPORATION Future Creations Office Manager</p>	<p>Capturing the ideal role of media and the new relationship with content, and considering communication design that captures the hearts and minds of consumers.</p> <p><b>MC-5</b> EN Room7</p> <p><b>Expectations and Possibilities For Connected TV Gaining Attention</b></p> <p>In this session, we would like to analyze the use of Connected TV, which has ...</p> <p>Moderator</p> <p><b>Kenta Noyashiki</b> AJA, Inc. CEO</p> <p><b>Shinjiro Ninagawa</b> TVer INC. Executive Managing Director / Chief Operating Officer</p> <p><b>Yumi Koizumi</b> Earth Corporation General Manager, Consumer Marketing Dept.</p> <p><b>Mitsuru Gosha</b> KDDI CORPORATION Communication Design Department, Media Planning Section, Group Leader</p>	<p>Considering business opportunities and extending the value of the experience through the correct use of data and technology.</p> <p><b>DT-5</b> Room5+6</p> <p><b>AI Applications for Social Platforms ~ Algorithm Friendly and User Friendly</b></p> <p>Social media platforms are working to optimize advertising and content through...</p> <p>Moderator</p> <p><b>Yumiko Yasuta</b> Dentsudigital, Inc. Executive Officer in charge of Transformation Division</p> <p><b>Omi Suzuki</b> Meta Director, Head of Vertical Industry</p> <p><b>Kei Narita</b> Pinterest Japan Country Manager</p> <p><b>Ayumu Matsuyama</b> Twitter Japan K.K. Representative Director</p>	<p>Searching for new business opportunities created by evolving and extending consumers' purchasing behavior.</p> <p><b>RC-1</b> Room3+4</p> <p><b>Will Retail Media Take Root in Japan? ~The Relationship Between Trade Marketing and Brand Marketing</b></p> <p>We often hear the term “retail media” lately, but do we really know what that...</p> <p>Moderator</p> <p><b>Hitomi Iba</b> IBA Company CEO</p> <p><b>Rintaro Makino</b> CRITEO Head of Retail Media, Japan</p> <p><b>Katsuki Sugiura</b> SEVEN-ELEVEN JAPAN CO.,LTD. General Manager Retail Media Promotion Division Marketing Department</p> <p><b>Motoi Shimakawa</b> Nestle Japan Ltd. Digital &amp; eCommerce Div. Managing Executive Officer</p> <p><b>Mirai Naito</b> SUNTORY SPIRITS LIMITED Customer Relationship Management Department, Business Strategy Division</p>	<p>Focus on all "creativity" in brand communication and gain the knowledge you should learn now.</p> <p><b>CR-1</b> Room1+2</p> <p><b>Potential and Challenges of Generative AI in the Creative Field</b></p> <p>The "current status, challenges, and future" of Generative AI will be discuss...</p> <p>Moderator</p> <p><b>Yuichi Arizono</b> Microsoft Advertising Regional Vice President Japan, Microsoft Advertising</p> <p><b>Atsushi Nakahashi</b> CyberAgent, Inc. Creative Director</p> <p><b>Satoru Yamamoto</b> Dentsu Digital Inc. Executive Officer Data &amp; AI Lead</p> <p><b>Keisuke Anzai</b> Adobe KK Manager and Evangelist, DX Solutions Consulting</p>	<p>Advance registration required</p> <p><b>Full Conference PASS</b> available for audiences</p> <p><b>WS-3</b> The Park View Room</p> <p><b>Build Your Influence as a Marketer</b></p> <p>Thomas Barta, who conducts leadership training for top CMOs around the world,...</p> <p><b>Thomas Barta</b> Global CMO Expert Founder, The Marketing Leadership Masterclass</p> <p><b>Yuki Yamaguchi</b> Panasonic Connect Co., Ltd. Vice President Chief Marketing Officer Design Officer Diversity, Equity &amp; Inclusion Officer Connect Culture HUB Officer</p>

14:35 - 15:25

<p><b>BM-6</b> EN Room9</p> <p><b>Agile Marketing Practice Companies Today</b></p> <p>You say, "Agile is all about super-fast PDCA, right?" - No, it is not. The Ne...</p> <p>Moderator</p> <p><b>Kentaro Matsumoto</b> Growth X Inc. Head of Marketing Division</p> <p><b>Masayoshi Okuda</b> Recruit Co., Ltd. Marketing Department, Sales Promotion Marketing Unit 4, English Marketing Group, Group Manager</p> <p><b>Hanae Kawai</b> Mars Japan Limited Marketing Director</p> <p><b>Masaki Tabe</b> NOVASELL INC. Representative Director and CEO</p>	<p><b>MC-6</b> EN Room7</p> <p><b>How do we engage with the insights of Generation Z and Generation Alpha?</b></p> <p>Moderator</p> <p><b>Yoshinori Ichikawa</b> UUUM Co., Ltd. Executive Officer, CMO</p> <p><b>Toshiyuki Nakamura</b> POLA Inc. / Digital Marketing Institute General Manager, Customer Strategy Div. / Chairman</p> <p><b>Sena Nishiwaki</b> AbemaTV, Inc. Business Development Department Senior Producer</p> <p><b>Yosuke Kawasaki</b> Accenture Japan Ltd Brand Communication Designer</p>	<p><b>DT-6</b> Room5+6</p> <p><b>Current State of "As a Service" - Is the Accumulated Data Being Utilized?</b></p> <p>Trends in "as a Service": Is Accumulated Data Utilized? It's been more than ...</p> <p>Moderator</p> <p><b>Taishi Takayanagi</b> HAKUHODO Inc. Co-leader of DataScienceBoutique</p> <p><b>Keiko Watanabe</b> BICP DATA Inc. CEO</p> <p><b>Kazuaki Nakajima</b> bellFace Inc. CEO</p> <p><b>Yusuke Aizawa</b> CyberAgent, Inc. Division Manager</p> <p><b>Hiroaki Yoshida</b> Sekisui House, Ltd. Executive Officer Platform House Promotion Department</p>	<p><b>RC-2</b> Room3+4</p> <p><b>Post-corona Store Marketing - How to Create Reasons to Come to the Store</b></p> <p>Store marketing has changed dramatically with Corona. Many attempts have been...</p> <p>Moderator</p> <p><b>Tatsuya Eda</b> LY Corporation Business Consulting Department 3, Senior manager</p> <p><b>Kyoko Matsuyama</b> Zebra Japan K.K. (Flying Tiger Copenhagen) CEO</p> <p><b>Koichi Shimabukuro</b> J.FRONT RETAILING Co., Ltd Group Digital Management Department</p> <p><b>Yoshiyuki Sakurai</b> AEON MARKETING Co., Ltd. President</p>	<p><b>CR-2</b> Room1+2</p> <p><b>The Future of the Media Contents Business with the "Bunshun Hoh" Trigger Person</b></p> <p>Manabu Shintani, who has worked on numerous scoops as editor-in-chief of the ...</p> <p>Moderator</p> <p><b>Koichiro Shima</b> HAKUHODO Inc. Corporate Officer HAKUHODO Kettle Inc. Founder Creative Director Editor</p> <p><b>Manabu Shintani</b> BUNGEISHUNJU LTD. Director/Director General of Bungei - Shunju</p>
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15:40 - 16:30

**BM-7** EN Room9

### Making Sustainability X Marketing the Norm

Sustainability x Marketing Barriers The view that a sustainability perspect...

Moderator

**Yuka Ichiki**  
SEGA SAMMY HOLDINGS INC.  
Vice President, Executive Officer, Managing Director of Sustainability Division

**Yosuke Sato**  
SEVEN&i HLDGS.Co.,Ltd.  
PR Strategy & Planning Department

**Nana Kusakabe**  
SoftBank Corp.  
ESG Planning & Management Office, Manager

**Fumie Hirose**  
Kubota Corporation  
General Manager of Global Branding & ESG Communication Section

**MC-7** EN Room7

### Why Did K-Pop Take the World? ~Content That Can Compete Globally

KPOP's global expansion over the past few years has garnered so much attentio...

Moderator

**Aiko Suzuki**  
Kao corporation  
Corporate Strategy, Digital Business Creation Director

**Hikaru Yamamoto**  
Keio University  
Professor, Faculty of Business and Commerce

**Hisato Takaoka**  
TOMY Company, Ltd.  
General Manager Global BEYBLADE Group Characters Business

**Kanako Watanabe**  
METI  
Media and Content Industry Division

**DT-7** Room5+6

### Marketing & Data Solving Social Issues

In this session, we will discuss how to balance sales with social contributi...

Moderator

**Kaoru Ishibashi**  
ARUHI corp  
Corporate Officer

**Hideki Ogawa**  
SUBARU Corporation  
Digital Innovation & Business Innovation & Advanced Integrated System Dept

**Mai Tanaka**  
Aflac Japan Ltd.  
Advertising Dept. Assistant Manager

**Takeshi Kato**  
Yamaha Corporation  
Brand Strategy Unit, Corporate Marketing Department, CX Marketing Group, Leader

**RC-3** Room3+4

### Challenges and Opportunities of Social & Live Commerce

ライブコマースを初期から実践する第一人者でありライブ配信事業のファウンダーで...

Moderator

**Masaya Kaneko**  
CyberAgent, Inc.  
Division Manager

**Yukari Kawahara**  
Shiseido Interactive Beauty Co., Ltd.  
Group Manager

**Shuji Kawai**  
SEINO HOLDINGS CO.,LTD.  
Last One Mile Planning Team Operating officer

**Yuko Sugamoto**  
321 Inc.  
founder

**CR-3** Room1+2

### Short Video Creative That Inspires Reactions

The importance of short videos is growing, including TikTok, YouTube Shorts, ...

Moderator

**Shinya Uchida**  
star music entertainment inc.  
director CMO

**Yusuke Tsunemoto**  
SHARP CORPORATION  
Brand strategy division, CEO Office

**Akiko Takeda**  
LY Corporation  
Senior Manager, Business Growth Department 2, Business Growth Division, Marketing Customer Analysis Group

**Masaki Nishida**  
SOLANA LLC.  
CEO

**WS-4** The Park View Room

### The Magic of Hits - Ask the People Behind YOASOBI and Matsuko Kaigi... How to Drive the Masses in Reiwa

ad:tech tokyo X THE CREATIVE ACADEMY Special Session It is said that "people..."

Moderator

**Takahiro Miura**  
The Breakthrough Company GO  
CEO PR/CreativeDirector

**Yohei Yashiro**  
Sony Music Entertainment (Japan) Inc.  
Vice President Digital Contents Group

**Kazuaki Hashimoto**  
WOKASHI inc.  
CEO

16:45 - 17:35

**BM-8** EN Room9

### The Role of Marketing in Business Creation and Innovation Generation

Business creation and innovation are both words that Japanese companies are s...

Moderator

**Hirokazu Kai**  
Unified Service Co.  
CMO

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

**Akihiro Shimura**  
Dentsu Inc.  
General Manager Initiative Design Department Solution Design Division

**Anis Uzzaman**  
Pegasus Tech Ventures  
Founder and CEO

**MC-8** EN Room7

### Overview of the Changing Times and Changes in Advertising From a Career Strategy Away From Advertising

The panelists were all previously in charge of marketing, but have since take...

Moderator

**Daisuke Inoue**  
SoftBank Corp.  
Senior Director

**Shunsuke Karasawa**  
Almoha LLC  
COO

**Shinko Osada**  
Future Design Shibuya  
Director of the Board

**Hiroki Nakamura**  
PARTY Inc.  
Creative Director/ founder

**DT-8** Room5+6

### Countermeasures for Evolving Adfraud and Brand Risk

Issues such as ad fraud and brand risk have been present for many years, but ...

Moderator

**Tatsuo Sakamoto**  
Moloco inc.  
Head of Business, Japan

**Hideyoshi Tanimoto**  
Tri-Stage Inc.  
Executive Officer

**Takayasu Ota**  
Ministry of Economy, Trade and Industry  
Digital Economy Division Commerce and Information Policy Bureau

**Emi Ishido**  
en Japan Inc.  
Manager

**RC-4** Room3+4

### Customer Success and Loyalty Programs - What It Takes to Build Long-Term Fans

The concept of "Customer Success," which aims to help customers succeed and b...

Moderator

**Akiko Nagahashi**  
Asana Japan K.K.  
Community Marketing Program Manager

**Manami Kawazu**  
YOHO BREWING  
Brand Promotion

**Misa Ueda**  
Dentsu Inc.  
CX Planning Center

**Fumiharu Hori**  
Japan Airport Terminal Co.,Ltd.  
deputy vice president,digital business office

**CR-4** Room1+2

### What Is Required of CM Creatives Today?

In recent years, with the diversification of media, the diversification of se...

Moderator

**Ippei Sadakane**  
HAKUHODO BY MEDIA PARTNERS INCORPORATED  
Media planning director

**Kazuomi Hori**  
dip Corporation  
marketing department general manager

**Misaki Nagaya**  
CNN International Commercial  
Sales Director, Japan

**Takamasa Hirai**  
ADK Marketing Solutions Inc.  
Experience Design Center / Vertical CR Planning Director

Accessible Pass Full Conference PASS One Day PASS (10/20)

18:00 -

NetworkingParty #2 Billboard Live Tokyo

Networking Party (17:30 Door Open)

**CRITEO**

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

# Exhibition Stage

DAY1 10/19[Thu] DAY2 10/20[Fri]

Accessible Pass Full Conference PASS One Day PASS (10/19) One Day PASS (10/20) Visitor PASS

11:00 - 11:40

**ExhibitionStage #1-1** Hall A

**Creative Border-Crossing Theory -The next protagonists of the creative industry-** >

The "creativity" cultivated in advertising planning, are now required in a va...

**Moderator**

**Ryo Saimaru**  
NOT A HOTEL Co., Ltd.  
PR/HR

**Daichi Kobayashi**  
The Breakthrough Company GO  
Creative Director / Planner

**Haruka Ichikawa**  
CHOCOLATE Inc.  
Planner / Creative Director

**Kenta Suzuki**  
dentsu  
zero - Communication Planner / Film Director

**Natsuki Kogure**  
Hakuhodo Inc.  
Chief Art director

**GO** The Breakthrough Company

**ExhibitionStage #2-1** Hall A

**How Web3 and A.I. will change the creation?** >

In this session, a leading NFT creator in Japan will discuss the transformati...

**Natsuko Mitsugi**  
Web3BB Tokyo  
Co-founder

**Yu Ayato**  
JapanBlockchainWeek  
Director

**Moe Fukasawa**  
CloneGirls  
CloneGirls Generative AI manager

**WEB3BB** WEB BEYOND BORDERS TOKYO

12:00 - 12:40

**ExhibitionStage #1-2** Hall A

**Young people talk about how to expand new businesses** >

Many companies are focusing on new business development and its importance is...

**Kazuki Hosokawa**  
KAGOME CO.,LTD.  
Manager, Marketing and Sales Promotion Group, Direct Marketing Department, Sales Division

**Azumi Ikeshiro**  
BRAIN SLEEP CO., LTD.  
Operating officer

**Keisuke Ito**  
HOT DOG STUDIO LLC  
CEO

**Yuu Hiroswawa**  
Kao Corporation  
DX Strategy, DX for Business

**Digital Marketing INSTITUTE**

**ExhibitionStage #2-2** Hall A

**WHAT IS DIVERSITY - Talking about "Diversity in Work Styles" and "Marketers' Careers"** >

With the Corona Disaster settling in, "hybrid work" mixing remote and traditi...

**Shinko Osada**  
Future Design Shibuya  
Director of the Board

**Daisuke Tomozawa**  
e-design Insurance  
CMO

**Hazuki Hiramatsu**  
Can't w8 Co.  
CEO

**Yutaka Kamoshita**  
KD Communications, ltd  
CEO


**FS** 渋谷未来デザイン

13:00 - 13:40


ExhibitionStage #1-3 Hall A


### MASTRUM's vision for the new future of DOOH >

The jeki marketplace "MASTRUM" is counting down to service launch. It is attr...





**Masao Hoshino**  
JR East Marketing & Communications, inc.  
Director(Director General of Media Solution Headquarters ; General Manager of Transit Media Division)







**Kazuya Naraoka**  
THE DIGITAL X LLC.  
CEO & Founder







**Hirohide Sano**  
Alter Works Inc.  
CEO





**Junpei Matsumura**  
Suntory Holdings Limited  
Communication Design Headquarters Advertising Department Manager







ExhibitionStage #2-3 Hall A


### Can "AI" be used for marketing? >

With a dizzying array of services such as LLM, generative AI, and voice AI, w...





**Shunsuke Ono**  
Algomatic inc  
CEO





**Hodaka Narita**  
Algoage inc  
Head of Product Dept.






14:00 - 14:40


ExhibitionStage #1-4 EN Hall A


### Future of Identity: Intent IQ Launches Innovative Publisher Solutions in Japan >

The phaseout of 3rd party Cookies from Safari in 2021 and Chrome in 2024 is f...



**Tamir Shub**  
Intent IQ LLC  
VP Business Development





ExhibitionStage #2-4 Hall A

### BytePlus' AI & AR Technology Comes to Japan in Full Force: Tech Revolution in the Japanese Market >

BytePlus, a new solutions business for BtoB launched by tech company ByteDanc...



**Shin Endo**  
ByteDance  
BytePlus Japan Business Manager





**Yoshiyuki Kojima**  
ByteDance  
BytePlus - Japan Sales Manager






15:00 - 15:40


ExhibitionStage #1-5 EN Hall A


### The Future of Digital Advertising: C2C App chalk smako, Video Advertising, and Fully Automated Ad Placement >

1. chalk smako: A smartphone advertising C2C app designed for individual user...



**Chandra Kholia**  
Chalk Digital Inc.  
Co-Founder, CTO



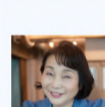


ExhibitionStage #2-5 Hall A


### Growth Opportunities in the Retail Industry in Asia and Japan ~NRF APAC 2024 Outlook >


The National Retail Federation's (NRF) "Retail's Big Show" is held every Janu...

Moderator





**Hitomi Iba**  
IBA Company  
CEO







**Toru Koyama**  
H2O Retailing Corp.  
Executive Officer, Group CIO & CDO







**Kojiro Henmi**  
Japan Omnichannel Association  
Director





**Takuto Hayashi**  
Retail AI Institute  
Director






16:00 - 16:40

ExhibitionStage #1-6 Hall A


### The Latest SNS Marketing Strategies to Drive In-Store POS from the Perspective of cosmetics companies, Retailers, and Beauty Media >


"Selling through SNS" is a phenomenon where products become popular and are s...

Moderator





**Yuri Nakatani**  
Trenders Co., Ltd  
MimiTV Div. business manager







**Kenichi Takemi**  
WELCIA YAKKYOKU CO.,LTD.  
Sales Promotion Planning Department





**Miyuki Hirao**  
I - n e Co., Ltd  
Section Chief Marketing Division  
Brand Management Departmen





ExhibitionStage #2-6 Hall A


### Generative AI to Help Brands Optimize Content Supply Chains >

The emergence of generative AI is rapidly changing the way customer experienc...



**Shigeyuki Abe**  
Adobe KK  
GTM and Business Development Principal  
BDM







Accessible Pass Full Conference PASS One Day PASS (10/19) One Day PASS (10/20) Visitor PASS

12:00 - 12:40


**ExhibitionStage #1-9** Hall A

**Programmatic OOH Frontline Integrated Media Ad Delivery System and Its Effectiveness** >


The OOH industry was in the doldrums after the Corona disaster. Even in the m...

**Moderator**


**Ataru Hoshino**  
LIVE BOARD, INC.  
Client Service Department  
Director




**Naoto Yoneda**  
NTT DOCOMO, INC.  
Marketing Innovation Department  
Smart Life Business Company




**Seira Himeno**  
D.A.Consortium Inc.  
Media Business Development  
Department Business Promotion  
Division Media Strategy Group



**Reiki To**  
Dentsu Digital Inc.  
Platform Division Platform  
Strategy Department Video  
Promotion Group






**ExhibitionStage #2-9** Hall A

**First in Japan! The GEM Score case study will be unveiled! What is the new marketing evaluation axis that includes diversity?** >


In this session, we will discuss what perspectives marketers should have now ...

**Moderator**


**Masayo Kurihara**  
ORICOM CO., LTD.  
Manager / Strategic Planning  
Room




**Keiko Watanabe**  
BICP DATA Inc.  
CEO



**Soma Tanaka**  
en Japan Inc.  
Executive Officer, General  
Manager of Digital Marketing  
Department






13:00 - 13:40

**ExhibitionStage #1-10** EN Hall A


**~SmartNews, a Media for Discovery~** >

As the diversity of information intake styles continues to grow, we would lik...


**Hiroyuki Ueki**  
SmartNews, Inc.  
Director, Large Customer Sales




**Arjun Narayan**  
SmartNews, Inc.  
Head of Trust, Safety, Ops  
Excellence



**Haishan Liu**  
SmartNews, Inc.  
VP of Engineering, Ads



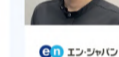


**ExhibitionStage #2-10** Hall A


**Digital Marketing 2.0 with Top Marketers - Why Chat Marketing is the Choice Now?** >

s we enter the full-fledged cookie-less era, we will discuss the future of di...


**Takeru Tsukinari**  
en Japan Inc.  
Digital Marketing Department,  
Product Development Division




**Yuma Tanaka**  
Septeni Japan, Inc  
Senior Lead, Sales Department 4,  
Sales Division 1



**Hodaka Narita**  
Algoage inc  
Head of Product Dept.






14:00 - 14:40

**ExhibitionStage #1-11** Hall A


**Introducing advertising strategies utilizing 1st Party data that should be addressed now!** >

For a long time, digital advertising has been operated with short-term conver...


**Keijiro Takeishi**  
PLAID, Inc.  
Product Marketing Manager




**Masahiro Takanohashi**  
PLAID, Inc.  
Head of KARTE Signals




**Keisuke Najima**  
PAL CO.,LTD  
CX Director



**Ryo Takashima**  
PAL CO.,LTD  
AD Director






**ExhibitionStage #2-11** Hall A

**Technology and Bias - an issue closely related to our business-** >


DEI is one of the most important missions in management. From the perspective...

**Moderator**


**Tomoko Yamaguchi**  
ADK Holdings Inc.




**Fuki Suzuki**  
ChangeWAVE Inc.  
Senior Executive Officer



**Kazuo Yano**  
CEO, Happiness Planet Ltd.  
Fellow, Hitachi Ltd.





15:00 - 15:40

ExhibitionStage #1-12 EN

Hall A

### The Future of Digital Advertising: C2C App chalk smako, Video Advertising, and Fully Automated Ad Placement >

1. chalk smako: A smartphone advertising C2C app designed for individual user...

**Chandra Kholia**  
Chalk Digital Inc.  
Co-Founder, CTO




ExhibitionStage #2-12

Hall A

### How to create the content by Generation Z media >

How is "Generation Z", who is still at the center of trends and spark in the...

**Kazuaki Yoshioka**  
Baidu Japan Inc.  
Product Planning & Development  
Department Manetize team  
product manager



**Keita Maejima**  
CyberAgent, Inc.  
AmebaLIFE Division Pigg  
Department PIGGPARTY /  
Manager




16:00 - 16:40


ExhibitionStage #1-13

Hall A

### Don't get too caught up in data! The Nature of Marketing and the Importance of Qualitative Information >

In this session, we will discuss "What Really Matters Behind the Data?" will ...


**Taiji Hirahara**  
NOBONO Co., Ltd.  
Representative Director and  
President



**Sohei Nishimoto**  
FELISSIMO CORPORATION  
CXD Div. Manager



**Tsukasa Morita**  
JINJIBU Co., Ltd.  
Director / CMO





ExhibitionStage #2-13

Hall A

### TikTok As A New Search Engine : What marketers should know in 2023 >

We will talk about creative methods to drive search behavior in TikTok, along...

**Saki Yogoro**  
ONE MEDIA Inc.  
Business Development



**Goten Hashimoto**  
TikTok for Business  
Group Head, Creative Solutions



**Ryoichi Aoshima**  
Earth Corporation  
Consumer Marketing Dept & Chief




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