

# Exhibition Stage

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


Accessible Pass → Full Conference PASS → One Day PASS (10/23) → One Day PASS (10/24) → Visitor PASS

12:00 - 12:40

**ExhibitionStage #1-1**

**“Ad Uhyoo!” Presents: “What Is the Ideal Relationship Between Advertisers and Creators in the Coming Era?”** >

Presented by the YouTube channel “Ad Uhyoo!”, which shares the fun and excite...

 <p><b>FUKUSATO SHINICHI</b> ONE SKY INC Creative Director / CM Planner / Copywriter</p>	 <p><b>Yamada Mone</b> CyberAgent, Inc. ABEMA &amp; IP Sales team Senior Manager</p>
 <p><b>Sato Akira</b> KOIKE-YA Inc. President</p>	 <p><b>Ishii Gen</b> Neandertal Inc. Creative Director / Art Director</p>


















**ExhibitionStage #2-1**

**How to Communicate Without Annoying Customers — Insights from Consumers and Companies** >

This session is designed for those involved in brand customer communications...

 <p><b>Kudo Kohei</b> Sony Corporation Global Sales &amp; Marketing Strategic Planning Department</p>	 <p><b>Hasebe Takahiro</b> Ryohin Keikaku Co., Ltd. Marketing Department</p>
 <p><b>Sato Mari</b> FANCL Marketing Promotion Management Office Direct Sales Division Strategic Planning Department Customer nurturing Group</p>	 <p><b>YOSHIMURA HARUNA</b> Francfranc Corporation Product Strategy Department / Senior Staff</p>
 <p><b>Sasase Sonoko</b> Recruit Co., Ltd. Promotions Product Management Office</p>	













13:00 - 13:40

**ExhibitionStage #1-2**

**Supercharge Your Marketing with Google's Multimodal AI** >

Explore how Google's latest AI breakthroughs, including the next-generation m...



 <p><b>Kanno Shoichi</b> Google Cloud Japan G.K. Global Specialty Sales, Sales Specialist</p>	 <p><b>Akuzawa Takumi</b> Google Japan G.K. Creative Works, Creative Technologist</p>
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**ExhibitionStage #2-2**

**Exploring Agentic Commerce with Former Kao EC Division Director and Principal Namai — How AI Agents Are Pioneering New Customer Experiences and the Future of Commerce** >

This session presents the latest innovations from ZEALS, a Japan-based AI age...

 <p><b>Watanabe Daisuke</b> ZEALS Co., Ltd. Corporate Officer</p>	 <p><b>Namai Syuichi</b> Ibaraki Prefectural Shimotsuma First High School and Junior High School school principal</p>
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14:00 - 14:40

**ExhibitionStage #1-3**

**The Era of Outdoor Advertising Going “Visual”: How “Operational” Can DOOH Become?** >

By combining MASTRUM's OOH data with The Trade Desk's advanced digital advert...




 <p><b>Omori Kenichiro</b> WPP Media Japan Vice President</p>	 <p><b>Shirai Yoshinori</b> The Trade Desk Japan K.K. Inventory Development, Director</p>
 <p><b>Naraoka Kazuya</b> The Digital X LLC CEO</p>	 <p><b>Liu Bin</b> JR EAST MARKETING &amp; COMMUNICATIONS, INC. Product Section, MASTRUM Promotion Center, Media Solution Headquarters</p>




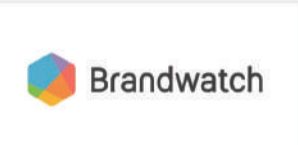






**ExhibitionStage #2-3**

**YKK's Journey to a Global Social Media Operation: Goals and Realities** >

YKK, a truly global company, faced common challenges among local social media...

 <p><b>isaksson martin</b> BrainPad Inc. PD Unit Brandwatch Engagement Group</p>	 <p><b>sera yukihsa</b> YKK CORPORATION Global Brand Strategy Department Business Strategy Division</p>
 <p><b>Yamamoto Tae</b> YKK CORPORATION Global Brand Strategy Department Business Strategy Division</p>	

15:00 - 15:40

ExhibitionStage #1-4

Evolving Customer Experience Through Digital Marketing: A Conversation Between Neo First Life Insurance and Capex >

Behind every breakthrough lies a challenge—and the determination to overcome ...



**Kogame Shuntaro**  
Capex, Inc.  
Founder/CEO



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



**Ikeda Kosuke**  
Capex, Inc.  
Business Development, Account Executive



**Mamori Yuki**  
The Neo First Life Insurance Co., Ltd.  
Digital Innovation Division, Market Innovation Department assistant manager



ExhibitionStage #2-4

Marketing at the Heart of Society — From Competition to Co-Creation: Insights from the Japan Marketing Awards Winners >

Amid the rapid evolution of technology—particularly with the rise of generati...



**KAJI Yoshimitsu**  
Cinnamo  
Chairman & CSDO



**Suzuki Risako**  
Mynavi Corporation  
Digital Technology Headquarters Brand Communication Division2



**ISHII Madoka**  
JAPAN MARKETING ASSOCIATION  
Public relations Department Senior Planner



**Furuichi Yuko**  
Comexposium Japan  
President and CEO



16:00 - 16:40

ExhibitionStage #1-5

Who to show it to and where to show it—effective methods for increasing brand awareness through outdoor advertising >

The digital out-of-home (DOOH) advertising market continues to grow steadily ...



**Oyama Yasuo**  
Geniee, Inc.  
Director, Demand-Side Business Headquarters



**Nakanishi Hideyuki**  
IRIS Inc.  
Media Sales Department Manager and Media Operations Department Marketing Group Group Manager



ExhibitionStage #2-5

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

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



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



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



17:00 - 17:40

ExhibitionStage #1-6

Learning from Kao Hair Care's Success Stories: The Essence of SNS Marketing >

Kao Hair Care continues to generate buzz with new brand launches like “melt”,...



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



**Yamaoka Tomohiro**  
KAO CORPORATION  
Hair Care Business Senior Marketer



ExhibitionStage #2-6

Overcoming the Winter Slump: How COOLish Created a New Habit in the Age of Social Media >

Marketing in the SNS era cannot succeed without mastering algorithms. This se...



**sasaki takahiro**  
One Media Inc.  
Executive Officer / Business Producer



**MONGUCHI MAKO**  
One Media Inc.  
Studio Department Manager/Producer



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ExhibitionStage #1-7

Expanding Brand Value with "Data × AI": The New Customer Experience "Rurubu" Aims to Create >

The long-beloved travel guidebook "Rurubu" is now challenging itself to creat...



**Suzuki Go**  
PLAID, Inc.  
CTO Office, Data Mind Team Lead of AI



**Furuichi Tomohiro**  
PLAID, Inc.  
ALPHA Department Head of CX Strategy Team Managing Director



**Morisaki Hiroyuki**  
JTB Publishing, Inc.  
Representative Director, President and CEO



ExhibitionStage #2-7

AI × Human - Creative Crossover- >

AI continues to evolve daily. In response, the advertising industry is active...



**Nishimura Daisuke**  
Tokyu Agency Inc.  
General Manager. CX design Division



**Nagata Mei**  
I&S BBDO INC.  
Creative CopyWriter



**Nemoto Ryotaro**  
Dentsu Digital Inc.  
Account Planning Division 1



**Morisawa Atsushi**  
Tokyu Agency Inc.  
5th Integrated Planning Department, Art Director



**Amano Hideki**  
Nikkeisha, Inc.  
Integrated Marketing · Planner



**Takada Kohei**  
Hakuhodo DY ONE Inc.  
AI Strategy Planning Division/Creative AI Planning Department Manager



13:00 - 13:40

ExhibitionStage #1-8

Turning Corporate Decisions into Trust and Passion >

Who is this session for? For B2B marketing leaders and professionals who f...



**Sakuma Ryosuke**  
UZABASE, Inc.  
NewsPicks Integrated Producer



**Nakatsu Taichi**  
UZABASE, Inc.  
NewsPicks Business Producer



ExhibitionStage #2-8

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

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



**Watanabe Daisuke**  
ZEALS Co., Ltd.  
Corporate Officer



**Iitaka Yuta**  
GiftX Co., Ltd.  
Co-Founder



14:00 - 14:40

ExhibitionStage #1-9

Who buys and why? PDCA marketing strategy based on customer-driven purchasing data >

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



**Koike Yuta**  
FEZ Inc.  
Group Manager, Product Promotion Group, Product Development Department



**Okunaga Yasuhiro**  
DENTSU INC.  
Marketing Consultant, Connection Planning Division 2, Marketing Bureau 1



ExhibitionStage #2-9

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

Is your marketing truly moving customers? The behavioral data you optimize fo...



**Narita Hodaka**  
Algoage, Inc.  
Division Head of the Chat Boost Business Division and Sales Director



**Hori Yuna**  
Algoage, Inc.  
Solution Sales Division 1 Manager



**Ando Yoshitaka**  
GA technologies Co., Ltd.  
Creative Center Media Senior Manager / Evangelist



15:00 - 15:40

ExhibitionStage #1-10

BEAMS and ESTNATION on Creating Royal Customers: The Evolution of CX >

Customer satisfaction is no longer the source of competitive strength. In tod...



**Kaneko Yohei**  
Yappli, Inc.  
Executive Officer CCO



**YAMAZAKI YUICHI**  
BEAMS  
MARKETING DEPT. DIRECTOR



**MIYAHARA MOERU**  
ESTNATION Inc.  
EC Sales Div.



ExhibitionStage #2-10

OOH in a New Era: Measuring Impact and Driving Fast PDCA with TV, Digital, and DOOH Triple Media >

This presentation introduces the joint initiative by LIVE BOARD, INC. and DEN...



**DAISUKE TAKAHASHI**  
DENTSU INC.  
planner/Producer, General Manager, Advertisement Transformation Department, Media & content Transformation Div.



**Ebata Hayato**  
DENTSU INC.  
Data Technology Center General Manager



**SATOH YOSHINORI**  
LIVE BOARD, INC.  
Director of Client Services



16:00 - 16:40

ExhibitionStage #1-11

The Solutions: Creative Problem-Solving Lessons from Around the World Presented by The Breakthrough Company GO >

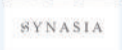
A session that explores brilliant ideas from around the world — ideas that tu...



**TOGAWA NAOHIRO**  
The Breakthrough Company GO  
Creative Director



**TAGAMI TOMOKO**  
Synasia Inc.  
CEO



**Taoka Ryo**  
suswork inc  
CEO



**ODAGIRI MOE**  
The Breakthrough Company GO  
Planner



ExhibitionStage #2-11

DEI: From "Sense" to "Tech." What does the future of creative development look like for building better relationships between brands and consumers? >

Until now, DEI-conscious expression has been left to the creator's "sensitivi...



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



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

