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

10:00 - 10:40

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. *(Moderator)*
- **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

Digital Marketing INSTITUTE

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

MOLOCO

11:00 - 11:40

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 equall...

- **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

jeki

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

MOLOCO

12:00 - 12:40

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

intent IQ

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

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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）

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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

F E Z

`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

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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

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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

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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.
LVMH

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

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10:00 - 10:40

ExhibitionStage #1-9 📍 Hall A

AI × 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 I

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.

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

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

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

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 BEYBLEDE Division Marketing Team

Nana Okui
WellNaviAI
CEO

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

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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	**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 MOLOCO
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 MOLOCO
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 MOLOCO
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 MOLOCO

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