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



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



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



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



Kohei Ono
Rokt GK
Head of advertising, Japan

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

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

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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