

Brand&Marketing

Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments

BM1	Can Over-Optimized Ads Still Move People?
BM2	Turning Empathy-Based Branding into Measurable Value
BM3	Emotional Loyalty in the Next Generation: Designing to Inspire Repeat Use and Advocacy
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Data&Technology

Considering Business Opportunities and the Expansion of the Customer Experience Value through Proper Use of Data and Technology

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Ethics & Society

How should companies and brands engage with society? These sessions delve into the marketer's role and perspective through concrete discussions on topics such as the SDGs, regional revitalization, and intergenerational issues.

ES1	Rethinking Corporate Responsibility: Beyond SDGs and DE&I Checklists
ES2	How Marketers Can Help Solve Local Issues
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Marketing with AI

AI is no longer just a tool for improving efficiency—it's beginning to impact creativity and organizational design. This category explores the future of marketing where humans and AI collaborate, examining practical applications and approaches from multiple perspectives.

AI1	Hyper-Personalization through AI Agents: The Future of 1:1 Brand Experiences
AI2	The Irreplaceable Power of Asking the Right Questions in the Age of AI
AI3	Beyond Efficiency: How AI Can Drive True Value Creation
AI4	Marketing Organizations in the Age of AI: From Talent to Operations

Retail&Commerce

Seeking New Business Opportunities Arising from the Evolution and Expansion of Customer Buying Behavior

RC1	Can Direct-to-Consumer EC Models Survive?
RC2	Winning with Retail Media: What Leading Advertisers Are Doing Right
RC3	From Conversion to Reconnection: Rethinking UX for Repeat Purchase
RC4	Retail Tech and the Future of Shopping

People

Considering How to Build a Marketing Organization that Strengthens the Brand

PP1	Rethinking "Work" in the Age of Recruitment Marketing
PP2	Will Marketing Still Be an Attractive Job in 10 Years?
PP3	Talent Development Is an Investment: Human Capital in Marketing
PP4	Making Strategy Stick: Building a Marketing-Driven Organization

Brand&Marketing

Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments

BM1 Can Over-Optimized Ads Still Move People?

As we continue to prioritize efficiency, can advertising still resonate emotionally? With creative and media planning increasingly siloed and optimized, it's time to reexamine the importance of emotion, empathy, and imagination in advertising and what makes content truly moving.

BM2 Turning Empathy-Based Branding into Measurable Value

Brand growth today hinges not just on ads, but on who shares the story. From fan engagement and employee advocacy to influencer passion, how can we turn the "empathy economy" into marketing metrics like LTV? This session explores co-creation and visualization strategies for modern brands.

BM3 Emotional Loyalty in the Next Generation: Designing to Inspire Repeat Use and Advocacy

Point-based systems alone can no longer foster loyalty. What kinds of emotional design make people want to return or recommend a brand to others? Through themes of empathy, experiences, and storytelling, we explore future-forward loyalty strategies.

BM4 The New Consumer 2025: Rethinking Customer Understanding

Behavioral logs and data are no longer enough to capture today's shifting consumers. How can brands decode values that transcend generations or demographics? This session updates marketers on the latest thinking in customer understanding and engagement.

BM5 Reviving Mature Brands: Keys to Successful Rebranding

How can legacy brands protect their trust while attracting new audiences? From redefining brand meaning and updating touchpoints to retelling brand stories, this session draws insights from real-world examples of mature brands undergoing revitalization.

BM6 Rethinking Ad Spend: From Cost to Investment

In an era where ROI is everything, are we undervaluing advertising that builds long-term brand equity and cultural influence? This session invites marketers to reflect on the true meaning of ad budgets—beyond immediate returns—and embrace storytelling and societal impact as legitimate forms of brand investment.

BM7 Marketing from 2000 to 2025: What's Changed, What's Next

Search ads, social media, smartphones, D2C, AI—the marketing landscape has evolved drastically over the past 25 years. Together with frontline practitioners who witnessed the shifts firsthand, we'll look back on what fundamentally changed, and discuss what marketers should prepare for next.

BM8 When IP Becomes a Brand: Marketing in the Age of Character Coexistence

Characters and IP have moved beyond being simple consumer assets—they now live alongside audiences, influencing behavior and values. This session explores how brands can harmonize with beloved IPs to become part of culture, not just commerce.

Media&Content

Envisioning the Ideal Media and its New Relationship with Content, Designing Communication that Captures the Hearts of Consumers

MC1 Trust in Advertising and Media: Can It Be Rebuilt?

Fake news, scandals, brand damage—advertising's societal impact is growing, as is consumer skepticism. What responsibilities do advertisers, platforms, and media companies have in this trust crisis? This session reexamines what makes advertising credible and how trust can be restored across the ecosystem.

MC2 How Short-Form Content Is Reshaping Brand Communication

From TikTok to YouTube Shorts to the rise of bite-sized drama content, short-form video is transforming the way brands express themselves. How do you make a lasting impression in seconds? We'll explore creative strategies, youth engagement, and the implications of evolving formats.

MC3 Rethinking Immersive Media: From Viewing to Experiencing

As wearables and VR devices become more mainstream, the meaning of media interaction is evolving. Advertising is shifting from "showing" to "immersing." How does this transformation affect brand building and customer relationships? This session explores the possibilities of next-generation experiential media.

MC4 Media Planning 2026: Adapting to a Rapidly Evolving Landscape

Post-cookie realities, personalization limits, platform transformations—media planning is becoming harder to predict even three years ahead. This session dives into how marketers should rethink not only how they buy media, but how they build trust and form partnerships in a changing environment.

MC5 Sports as Media: Its Value and Potential for Brands

Is sports still the most powerful content? Its live nature, passionate fandom, and local relevance continue to offer unmatched engagement. This session explores the evolving media value of sports, including advertising, sponsorship, and shifting viewing behaviors.

MC6 Connecting Directly in BtoBtoC Models

How can consumer goods brands engage directly with customers when retail mediates the relationship? Despite the rise of D2C and social media, scalability remains a hurdle. This session reconsiders CRM and experience design to explore how brands can build lasting ties in the BtoBtoC era.

MC7 Beyond Social Media: Building Strong Brand Communities

Having a presence on social media doesn't guarantee connection. The most resonant brands create spaces where people feel they belong. We'll examine how brands can cultivate strong communities, build trust with fans, and design systems that amplify their passion.

MC8 Co-Creating the Future of Advertising: Media × Brands Partnerships

Advertising is no longer about just buying space—it's about creating value together. More brands and media companies are forming equal partnerships to co-develop content and experiences. This session explores the mechanics of these collaborations and what drives their success.

Data & Technology

Considering Business Opportunities and the Expansion of the Customer Experience Value through Proper Use of Data and Technology

DT1 Avoiding “Analysis Fatigue” : Smarter Ways to Work with Data

With more campaigns demanding detailed measurement, marketers risk burning out from chasing too many metrics. What data truly matters? How deep should you dig? This session reexamines how marketers should engage with data to enable smarter, more focused decision-making.

DT2 Who Owns the Data? A Deep Dive into Data Portability

As purchase history and behavioral data become critical business assets, how far can brands go in using them? Amid evolving regulations like GDPR and growing consumer sensitivity, this session explores how businesses can balance data utility and ethical responsibility.

DT3 Redesigning KPIs: Focusing on What Really Matters

Are complex KPIs stifling marketing agility? This session discusses how to distinguish between performance metrics and growth indicators, and how to design short- and long-term KPIs that support real impact—drawing from hands-on, practitioner-led perspectives.

DT4 UGC Insights: Unlocking and Leveraging Consumer Voices

User-generated content holds unique insights that traditional advertising can't replicate—but it's hard to quantify and evaluate. This session explores how brands can read, trust, and strategically utilize UGC to build more authentic and lasting customer relationships.

Marketing with AI

AI is no longer just a tool for improving efficiency—it's beginning to impact creativity and organizational design. This category explores the future of marketing where humans and AI collaborate, examining practical applications and approaches from multiple perspectives.

AI1 Hyper-Personalization through AI Agents: The Future of 1:1 Brand Experiences

AI agents are evolving rapidly, enabling truly personalized brand experiences at scale. From tailored recommendations to AI-driven customer service, every touchpoint is being redefined. This session explores how brands can stay relevant and chosen in a world of ultra-personalized interactions.

AI2 The Irreplaceable Power of Asking the Right Questions in the Age of AI

As generative AI accelerates, what human skills remain essential for marketers? The ability to ask the right questions may be the most critical. This session explores how to nurture this skill and build organizations that can think, design, and co-create in an AI-driven era.

AI3 Beyond Efficiency: How AI Can Drive True Value Creation

We've heard enough about AI reducing workloads—but can it help create new value? This session looks at how AI can go beyond automation to become a creative partner in branding and experience design, sharing real-world implementation insights and future possibilities.

AI4 Marketing Organizations in the Age of AI: From Talent to Operations

As AI becomes embedded in daily tasks, how should marketing teams evolve? From team design and role distribution to operational flows and evaluation frameworks, this session discusses how to align AI capabilities with organizational outcomes.

Ethics & Society

How should companies and brands engage with society? These sessions delve into the marketer's role and perspective through concrete discussions on topics such as the SDGs, regional revitalization, and intergenerational issues.

ES1 Rethinking Corporate Responsibility: Beyond SDGs and DE&I Checklists

While SDGs and DE&I remain critical themes, many companies risk falling into performative gestures. With global dynamics shifting, how should brands meaningfully engage with social issues today? This session reexamines the role of purpose-driven communication in the post-SDGs era.

ES2 How Marketers Can Help Solve Local Issues

With shrinking populations and economic slowdowns, many regions in Japan face urgent challenges. This session explores how marketers can contribute to revitalization by applying their skills in branding, communication, and consumer insight to areas like depopulation, youth outflow, and industrial decline.

ES3 From Words to Action: Making Purpose Truly Operational

There's a wide gap between declaring a purpose and actually living it. What does it take for a brand's purpose to be shared across employees and consumers alike? Through the lenses of communication, behavior, and evaluation, we'll examine the real challenges and practices of activating brand purpose.

ES4 Beyond “Healthy” : Senior Well-Being and the Role of Brands

The senior market's focus on well-being has evolved from just physical health to include mental and social fulfillment. This session discusses how brands can support holistic happiness for aging consumers and what marketing strategies resonate with this growing demographic.

Retail&Commerce

Seeking New Business Opportunities Arising from the Evolution and Expansion of Customer Buying Behavior

RC1 Can Direct-to-Consumer EC Models Survive?

More brands are shifting away from marketplace reliance and investing in their own e-commerce channels. But sustainable growth in D2C isn't easy. This session explores the evolving role of branded EC—from logistics and CRM to UI/UX and post-boom value creation.

RC2 Winning with Retail Media: What Leading Advertisers Are Doing Right

Retail media is hot, but only some advertisers are seeing real success. What are they watching, and how are they acting? This session explores how top brands are leveraging retail data, customer touchpoints, and contextual messaging to unlock the true potential of this new media frontier.

RC3 From Conversion to Reconnection: Rethinking UX for Repeat Purchase

UX can't be judged by conversion rate alone. What matters is whether the buying experience becomes a brand experience—one that encourages customers to come back. From UI design and delivery to support touchpoints, this session explores how to craft a UX that sparks loyalty.

RC4 Retail Tech and the Future of Shopping

AI-powered service, smart registers, personalized promotions, digital signage—retail technologies are transforming how we shop. This session goes beyond convenience to examine how these innovations shape emotional engagement, spontaneity, and the future of customer experience.

Japan & International

Focusing on the Japanese Market, Consumer Insights, Corporate Marketing, and Branding, as well as Discussing Internationally Notable Topics

JI1 Inbound 2025: What Comes After the “Shopping Spree” Era?

Meeting inbound tourists after they arrive is too late. Today, brands must engage travelers before, during, and after their trips via SNS and EC. This session explores how global CRM and digital touchpoints are redefining cross-border commerce and tourism marketing.

JI2 Resonating Abroad: Global Brand Strategies from Japanese Companies

In a world where product quality and heritage aren't enough, how do Japanese brands earn empathy in overseas markets? This session looks at how brands build emotional connections through culture, storytelling, and localization in their global strategy.

JI3 Creating Culturally Sensitive Ads: Avoiding Pitfalls in Global Communication

Cultural differences can lead to misunderstandings—or worse, backlash—when brands go global. From language and gender to customs and religion, this session explores how to navigate diversity with care while creating campaigns that resonate across cultures.

JI4 What EXPO 2025 Taught Us About Japan's Global Communication

As the Osaka-Kansai Expo unfolds, what has Japan managed to communicate to the world—and what has been lost in translation? From culture and technology to hospitality, we reflect on how “Brand Japan” is perceived globally, and what insights it offers for future inbound and cultural strategies.

People

Considering How to Build a Marketing Organization that Strengthens the Brand

PP1 Rethinking “Work” in the Age of Recruitment Marketing

Even the best products and services won't attract talent if the company isn't seen as a great place to work. From employer branding to content strategy and social media, this session reexamines how companies communicate their workplace identity and reach the people they truly want to hire.

PP2 Will Marketing Still Be an Attractive Job in 10 Years?

Is the allure of marketing fading among the next generation? As the role of marketers continues to expand and evolve, we explore what makes this profession exciting—and what skills will define the marketers and CMOs of the next decade.

PP3 Talent Development Is an Investment: Human Capital in Marketing

In an age where immediate results are prized, how can organizations justify investing in marketer development? This session delves into marketing as a key component of human capital management, exploring how training investments pay off for both teams and the business.

PP4 Making Strategy Stick: Building a Marketing-Driven Organization

A strategy is only as good as its execution. How can companies embed marketing thinking across departments and empower teams to act on it? From aligning sales and product to leadership and operations, we explore how to create organizations where strategy translates into real results.