

**BRAND SUMMIT**  
**ONE to ONE**  
— A U T U M N —

Exclusive Global Conference for Brand Marketers

# Brand Summit

# One to One

# - Autumn -



## Participation and Sponsorship Information

September 17th-20th, 2019  
@ SHIROYAMA HOTEL Kagoshima

As of May 23rd, 2019

# What's Brand Summit ?



**Exclusive global conference participated by invite-only.**

**Discussion among CMOs, experts, and leaders of Marketing**

Brand Summit is an exclusive global conference with brands, advertisers, marketing managers, agencies, media, digital solution partners of high expertise and management class. Experts of various backgrounds will discuss latest trends and bolder innovations, latest case studies of challenges and solutions of brand marketing. You will broaden advertising perspectives, interact, and strengthen networking to win both domestically and internationally in the fast-paced competitive market.

## **【Event outline】**

Event Name: Brand Summit One to One - Autumn -

Number of Attendees: 300 ppl \*Invitation Only

Date: September 17th (Thu) -20th (Fri), 2019

Location: SHIROYAMA HOTEL Kagoshima (Japan)

[\(https://www.shiroyama-g.co.jp/en/\)](https://www.shiroyama-g.co.jp/en/)

# What's the Theme ?



## **Diversity Makes Brands Strong** **-Customer Experience Consistency and Personalization-**

2020 Tokyo Olympics, Paralympic Games, increase in foreign tourists. In Japan, with many companies moving into overseas markets, there is a need to respond to diversity in every way. Marketers need to capture changes in information touchpoints and lifestyle from a global perspective and create a sense of consistency and unity as a brand. It is important to match the image that the customer sees and feels while personalizing by utilizing technology.

Working on them will make the brand stronger. At this summit, we will focus on marketers to deal with diversity independently. We will also focus on creating new value from participant networking.



# Why Attend ?

## 1. Gain the next leading keywords and insights

Join in numerous sessions and presentations by partner brand companies to grasp industry trends, share challenges, and hear the latest marketing cases. With the exclusiveness of the closed atmosphere, you will gain insight and information in which you cannot gain elsewhere.



## 2. Acquire new perspective and organize issues

Discuss on selected themes among participants in a "Round table discussion" style where you can give feedbacks. Through deep discussion among leaders of various industries and backgrounds, your issues may be organized and you may acquire new perspectives.



## 3. Networking beyond industries

Exclusive off-site location creates an atmosphere for top executives and management to interact and build networks from diverse industries and companies. Every year, many business opportunities arise in this summit.



# 2018 Attending Brand Companies (104 Brand Advertisers)

3M Japan Limited  
Aداستريا Co., Ltd.  
adidas Japan K.K.  
All Nippon Airways CO.,LTD.  
American Express International, Inc.  
ARUHI corp  
Asahikaseihomeproducts Corporation  
At Home Co.,Ltd.  
Audi Japan K.K.  
Bacardi Japan Limited  
BizReach Inc.  
CAINZ  
Coach Japan  
DAIICHI SANKYO HEALTHCARE  
Dell Japan Inc.  
Delphys Inc  
DMM.com  
Elyland LLC  
Ezaki Glico Co LTD  
Haagen-Dazs Japan, Inc  
Hanamaru inc.  
HIBIYA-KADAN FLORAL CO., LTD.  
HOUSE FOODS GROUP INC.  
HP Japan  
Indeed Japan K.K.  
ITO EN, LTD.  
Japan Airlines Co.,Ltd  
JAPAN PIZZAHUT LTD.  
JAPAN TOBACCO  
Johnson & Johnson Consumer Company  
K.K. AeonBank  
Kanebo cosmetics INC.  
Kao Corporation  
KDDI CORPORATION  
Kellogg Japan G.K.  
KENTUCKY FRIED CHICKEN JAPAN LTD.  
Kintetsu Railway  
Kirin Company, Limited  
Kyushu Railway Company  
LIFENET INSURANCE COMPANY  
Lion Corporation  
Luxurycard  
LVMH Moet Hennessy-Louis Vuitton Japan K.K.  
Mediplus,Inc.  
MITSUI&CO.,LTD.  
Morishita Jintan Co.,Ltd  
MOS FOOD SERVICES, INC.  
MZ, Inc.  
NIHON L'OREAL K.K.  
Nippon Travel Agency Co.,Ltd.  
NITORI HOLDINGS Co.,Ltd  
NTT DOCOMO,INC.  
OMRON HEALTHCARE Co.,Ltd.  
Oriental Land Co.,Ltd  
P&G Japan  
PersolCareer K.K.  
RIZAP GROUP inc.  
Sanrio Entertainment  
Santen Pharmaceutical Co., ltd.  
Shiseido Japan Co.,Ltd.  
SMBC Niikko Securities Inc.  
SMS CO., LTD.  
Sompo Japan Nipponkoa Insurance Inc.  
SORA ORIENTAL INC.  
STRIPE INTERNATIONAL INC.  
Sumitomo life insurance company  
SUMITOMO MITSUI CARD CO.,LTD  
Suntory Holdings Limited  
TableMark Co.,Ltd.  
Tokyo Individualized Educational Institute  
TOKYU LIVABLE, INC.  
TORIDOLL Holdings Corporation  
TOYOTA MOTOR CORPORATION  
TSI EC STRATEGY CO.,LTD  
WATABE WEDDING CORPORATION  
WOWOW INC.  
YAMASA CORPORATION

# 2018 Attending Partner Companies (250 Partner Attendees)

90Seconds Japan Inc.  
AbemaTV,Inc.  
AdAsia Japan Inc.  
Adobe Systems Co., Ltd.  
Agile Media Network, Inc.  
All About,Inc.  
Allied Architects, Inc.  
AlphaBoat, LLC  
Appier Japan .K.K  
Asahi Advertising Inc  
ATARA, LLC  
Baidu Japan Inc.  
bb media inc.  
Best In Class Producers Inc.  
Bilcom inc.  
Business Search Technologies  
C Channel Corporation  
chocolate inc.  
CMerTV.Inc  
COMICSMART INC.  
connico inc.  
Cookpad Ink.  
Coup Marketing Company Inc  
Credit Saison Co.,Ltd.  
Crevo Inc.  
CRITEO K.K.  
CYBER COMMUNICATIONS INC.  
CyberAgent, Inc.  
Cyberbull.Inc  
Cyberbuzz.inc  
Delphys Interactive Corporation  
Digital Garage, Inc.  
Domo Inc.  
eLife Inc.  
every.inc  
Fabercompany Inc.  
f-code,Inc.  
FeliCa Networks,Inc  
FID Ltd.  
FiNC, Inc.  
from scratch Co.Ltd.  
Funnell  
GIFMAGAZINE.Inc  
GroupM Japan  
Gunosy Inc.  
HAKUHODO  
Heartcore Inc  
IID, Inc.  
Interspace Co.,Ltd  
IREP Co., Ltd.  
IRIS inc.  
IT Communications Inc.  
JION inc  
Kaizen Platform,Inc  
Kataribe,Inc.  
KidsStar Inc.  
KPI Solutions co., Ltd.  
Legoliss Inc  
LIGHT PUBLICITY CO.,LTD.  
LINE Corporation  
LITALICO  
LMG, Inc.  
logly, Inc.  
Meltwater Japan K.K.  
Members Co.,Ltd.  
MERY Co., Ltd.  
MimiTV.inc  
Moonshot Inc.  
NewsTV Inc,  
Omnibus K.K  
ONE MEDIA Inc.  
open8.inc  
OPT, Inc.  
ORICOM.,CO LTD  
Outbrain Japan K.K.  
PECO Co.Ltd  
Pencil Co., Ltd.  
PLAID inc.  
PLAYLIFE  
Plus Alpha Consulting  
Polyrhythm Inc.  
popIn Inc  
Popinsight,inc.  
PROOX.inc  
Rakuten, Inc.  
ROBOT COMMUNICATIONS INC.  
Rubicon Project Inc.  
s1o interactive.inc  
SC Digital Media K.K.  
SCHEMA,inc.  
SEPTENI CO.,LTD.  
silverpush Inc.  
SinR25,Inc.  
SmartNews Inc.  
So-net Media Networks  
So-Net Media Trading  
Speee, Inc  
Sprocket, Inc.  
Studyplus,Inc.  
Supership.inc  
switch media lab  
TABI LABO Inc.  
The Saga Shimbun  
THECOO inc.  
TOPPAN PRINTING  
TOYO KEIZAI INC.  
transcosmos.inc  
Trend Express Inc  
Trenders, Inc  
TVision Insights Inc.  
UNCOVER TRUTH Inc.  
Unique Vision Company  
Vector Grop, Platinum  
WILLGATE  
Wondershake, Inc.  
WOWOW INC.  
XICA CO.,LTD.  
Yahoo Japan Corporation  
Yappli, Inc.  
YouAppi inc  
ZETA INC

# 2018 Sponsors / Partners

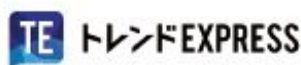
## Premium Sponsors



## Gold Sponsors



ONE.MEDIA



## Silver Sponsors



## Bronze Sponsors



## Premium Partner



## Partners



# 2019 Summit Program

\*Program may change

Day1 September 17th	
15:00	Registration Open
16:30	Opening Remarks
17:00	Opening keynote
18:00	Premium Presentation
18:30	Networking Break
19:00	Dinner Gala

Day2 September 18th	
8:00	Networking Breakfast
9:00	Panel Discussion
10:00	Presentation #1
10:20	Presentation #2
10:40	Networking Break
11:00	Round Table Discussion #1
12:15	Networking Lunch
13:45	Presentation #3
14:05	Presentation #4
14:25	Networking Break
14:45	10mins Pitch #1-4
15:25	Round Table Discussion #2
16:40	Keynote
17:40	Networking Break
18:40	Dinner Party
20:40	The end of DAY

Day3 September 19th	
8:00	Networking Breakfast
9:10	Presentation #1-3
10:10	Official Session #1-3
11:10	Presentation #4-6
12:10	Official Session #4-6
13:10	Networking Lunch
14:20	Networking Break
14:40	One to One Meetings
19:10	Dinner Party
21:10	The end of DAY

Day4 September 20th	
Departure Day	

## ■Day 2 17:00 - 17:50 Keynote "Marketing and creative strategy for global brands"



Katsuyoshi Fukazawa

NISSIN FOODS  
HOLDINGS CO., LTD.  
Executive Officer/CMO

### <Profile>

Joined Kao Corporation in 1986. In his 30-year marketing history, he launched new brands such as "ASIENCE" and "SEGRETA" and revived many long selling brands such as "Essential" and "Merit" in the hair care division. He pushed Kao to the top maker brand from its second-place position.

In the fabric care sector, he introduces the ultra-enriched "Attach Neo" in the liquid detergent market, which had been struggling to create new markets including social contribution values.

After joining Nissin Foods as a board and Marketing Manager in 1996, he became the executive officer and CMO of Nissin Foods Holdings in 2018, practicing "New-Generation of Marketing Combining Science and Art". Executive Director of Japan Marketing Association.



# Sponsorship / Attendee Menu

## ■Attendee

\*Listed price are tax excluded

Pass	Price	Detail
Regular Pass	350,000 JPY	-can participate in all the session programs during the summit -1 person per room
Economy Pass	250,000 JPY	-can participate in all the session programs during the summit -2 person per room
One to One Meeting Ticket	150,000 JPY	-Up to 8 One to One Meeting slots provided
One to One Meeting Private Room	150,000 JPY	-have the One to One Meetings in your own private space -provided one room per company

## ■Sponsor

Menu	Price	# of Slots	# of Pass incl.	Detail
Premium Sponsor <b>Sold Out</b>	4,500,000 JPY	1	4	-Main Sponsor. 30min Presentation at the main stage in front of the entire audience.
20 mins Presentation <b>Sold Out</b>	3,000,000 JPY	4	2	-20 min Presentation at the main stage in front of the entire audience. -Dates, time can not be specified
10 mins Presentation <b>Sold Out</b>	1,500,000 JPY	2	1	-10 min Presentation at the main stage in front of the entire audience. -Dates, time can not be specified
Private Seminar	2,500,000 JPY	6	2	-You will have chance to give 25 min presentation twice in your exclusive room -3 sponsors will talk at the same time in a separate room -2/3 of the entire attendee will be your audience
Brands Only Workshop (Breakfast/Lunch) <b>Sold Out</b>	1,800,000 JPY	2	2	-Conduct a Brands Only Workshop during Breakfast/Lunch
Round Table Sponsor	2,500,000 JPY	2	2	-Facilitate a 60 min Round Table Discussion (The content will be discussed with the show office)
Breakfast Sponsor <b>Sold Out</b>	1,500,000 JPY	1	1	-Presentation at the main stage in front of the entire audience during Breakfast
Lunch Sponsor <b>Sold Out</b>	1,500,000 JPY	1	1	-Presentation at the main stage in front of the entire audience during Lunch
Party Sponsor	1,500,000 JPY	2	1	-5 min introduction/speech for all participants during dinner



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**【Contact Us】**

Brand Summit Show Office  
Comexposium Japan K.K.  
6-15-1 Roppongi, Minato-ku, Tokyo  
Tel: 03-5414-5430 / Fax: 03-5414-5431  
E-mail: [team@comexposium-jp.com](mailto:team@comexposium-jp.com)