

BRAND SUMMIT  
**ONE** to **ONE**  
— S P R I N G —



# AFTER SHOW REPORT

March 13<sup>th</sup>-15<sup>th</sup>, 2019

@ANA INTERCONTINENTAL MANZA BEACH RESORT

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# 1. Event Outline



Event Name: BRAND SUMMIT One to One SPRING

Date: March 13<sup>th</sup> (Wed)-15<sup>th</sup> (Fri), 2019

Venue: ANA INTERCONTINENTAL MANZA BEACH RESORT (Okinawa, Japan)

Organizer: Comexposium Japan K.K.

## ■What is the theme of this Summit?

Breakthrough of Everything - Break out of existing models to cause breakthrough & innovation. Despite the fact that the information touchpoints and lifestyles of Generation Z have undergone significant changes, many companies are caught up with existing communications that appropriate measures are not being established. The business model also changed dramatically, and as start-ups such as D2C (Direct to Consumer) model companies are being made one after another, do you truly believe to gain knowledge from the past experiences?

In order to survive the situation where change and competition becoming more intense, how to create "breakthrough" and "innovation" to break away from the existing success model is essential. So here we discussed with marketers who are willing to challenge the next generation, which is necessary for causing breakthrough in every situation such as brand marketing, product policy, communication policy, working styles and more.

## 2. Main Sessions

At this summit, instead of the conventional "Keynote", we held "Coaching Sessions" lead by two professionals, knowledgeable of the Japanese industry and the marketers.



**Anis Uzzaman**  
Fenox Venture Capital  
General Partner & CEO

### Coaching#1

#### **From Japan to the world! What Does the Founder of the Next Generation Unicorn Company Destruct and Create?**

More and more Japanese companies are beginning to think with a global mind aiming to expand business outside of Japan instead of focusing only on the Japanese markets which will be forced to shrink in many fields.

Anis Uzzaman of Fenox Venture Capital, who organizes the Startup World Cup, a global startup pitch event, presents the requirements for success. This is a great learning session for brand marketers who needs global marketing perspective.



**Jenn Willey**  
Wet Cement  
Founder & CEO

### Coaching#2

#### **Global Trends for Innovative and Breakthrough Companies**

The race is on--for talent, ideas and innovation. Attracting and retaining great leaders is harder than ever, and the rate of change is accelerating. For companies to thrive in the New World Economy, they need to understand how to create an environment that will foster breakthrough thinking and support innovation. In this first-of-its kind keynote from Global Leadership and Inclusivity Expert, Jennifer Willey, attendees will learn the five key pillars core to the world's top companies today. From purpose-driven leadership and incentives, to inclusivity and investing in your team's career advancement and management skills, Willey will share the latest research and examples of how you can stay ahead of the curve.

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## BRAND SUMMIT Tutorial "Unforgettable Innovation"



Daisuke Inoue  
Yahoo Japan Corporation  
Media Company Evangelist



Makoto Fujita  
INCLUSIVE Inc.  
CEO  
INCLUSIVE



Kyoichi Suga  
Best In Class Producers Inc.  
CEO




Masato Taketomi  
Comexposium K.K.  
Representative Director and President



## Learning Session #1 "Work-Style Reformation" How brand marketers and partners can collaborate to accomplish a successful Work-Style Reformation

Speaker



**Shintaro Takahashi**  
Indeed Japan K.K.  
General Manager, Head of Sales

Speaker



**Jenn Willey**  
Wet Cement  
Founder & CEO, Wet Cement;  
Founder, Advance Women

Speaker



**Yuki Kobayashi**  
KOSE Corporation  
Advertising Dept. Advertising  
planning team leader

Moderator



**Mika Kurahashi**  
Pencil Co., Ltd.  
President / Chief Operating  
Officer

## Learning Session #2 "Startup" Create innovation in marketing by learning from startups

Speaker



**Anis Uzzaman**  
Fenox Venture Capital  
General Partner & CEO

Speaker



**Keita Umimoto**  
Japan Taxi Co., Ltd  
Operating officer

Speaker



**Nishii Toshiyasu**  
Oisix.daichi Inc.  
CMT


Speaker



**Yasuro Nishimura**  
Hakuhodo DY Holdings Inc.  
Senior Director

## Learning Session #3 "Case Study" Breakthrough case studies

Speaker



**Takahashi Kosuke**  
Mizkan Holdings Co. Ltd.  
Corporate Officer, Chief Direct  
Strategy Officer

Speaker



**Masayuki Murata**  
Mercari, Inc.  
Chief Marketing Officer

Speaker



**Daisuke Fujihira**  
softbank  
Senior Director

Moderator



**Keisuke Nakazawa**  
Comexposium Japan K.K.  
Audience and Event Manager

# 3. Summit Schedule

## DAY 1 / 2019. 3. 13 wed

TIME	PROGRAM	SPEAKERS
12:00	Registration Open	
14:20	BRAND SUMMIT Tutorial "Unforgettable Innovation"	Daisuke Inoue / Yahoo Japan Corporation Media Company Evangeist Makoto Fujita / INCLUSIVE Inc. CEO Kyoichi Suga / Best In Class Producers Inc. CEO Masato Taketomi / Comexposium K.K. Representative Director and President
14:50	Coaching #1 "From Japan to the world! What Does the Founder of the Next Generation Unicorn Company Destruct and Create?"	Anis Uzzaman / Fenox Venture Capital General Partner & CEO
15:30	Premium Presentation "Rakuten's Marketing Solution Front Line ~ What is Brand Marketing Based on Data? ~"	Shunsuke Konno / Rakuten Inc Executive Officer Director of Ad Planning Supervisory Department Global Ad Division 
16:00	Short Break	
16:10	Experts Presentation #1 "VISUAL STORYTELLING 3.0"	Gakuto Akashi / ONE MEDIA Inc. CEO 
16:30	Experts Presentation #2 "Marketing Crosses the Border! How to Prepare for Overseas Marketing in the Era of Population Reduction"	Tomonari Hamano / Trend Express Inc. CEO 
16:50	Experts Presentation #3 "Utilizing Promotion of "GIF"; A Super Short Movie Experience to Win People's Heart in 3 Sec."	Kensuke Ono / GIFMAGAZINE.Inc CEO 
17:10	Short Break	
17:20	Coaching #2 "Global Trends for Innovative and Breakthrough Companies"	Jenn Willey / Wet Cement Founder & CEO, Wet Cement; Founder, Advance Women
18:00	Dinner Party -Day2 Presentation Reviews -1min Pitch by Sponsor Attendees	Sponsored by 
20:00	Close	

## DAY 2 / 2019. 3. 14 thu

TIME	PROGRAM	SPEAKERS
7:45	Registration Open	
8:00	Power Breakfast Workshop	<p>*Brands Only Tetsu Kanaya / popIn Inc. executive officer Hiroshi Takatoh / Momentum inc,CEO</p> <p>*Sponsors Only Kazuhiro Obara / AuthorBest Selling on IT and Motivation</p>
9:00	Experts Presentation #4-6	<p>Junichi Chikuma / raysus.inc </p> <p>Daisuke Yoshida / FiNC Technologies Inc. Interactive Communication Department General Manager </p> <p>Yuto Takahashi / adflex communications,inc. General Manager </p>
10:15	Short Break	
10:30	Official Contents	
	Learning Session #1 <b>"Work-Style Reformation"</b>	<p>Shintaro Takahashi / Indeed Japan K.K. General Manager, Head of Sales Yuki Kobayashi / KOSE Corporation Advertising Dept. Advertising planning team leader Mika Kurahashi / Pencil Co., Ltd. President / Chief Operating Officer</p>
	Learning Session #2 <b>"Startup"</b>	<p>Anis Uzzaman / Fenox Venture Capital General Partner &amp; CEO Nishii Toshiyasu / Oisix.daichi Inc.CMT Keita Umimoto / Japan Taxi Co., Ltd Operating officer Yasuro Nishimura / Hakuholdo DY Holdings Inc.Senior Director</p>
	Learning Session #3 <b>"Case Study"</b>	<p>Takahashi Kosuke / Mizkan Holdings Co. Ltd. Corporate Officer, Chief Direct Strategy Officer Daisuke Fujihira / softbank Senior Director Masayuki Murata / Mercari, Inc. Chief Marketing Officer</p>
11:20	Experts Presentation #7-9	<p>Shotaro Uehara / Dropbox Japan KK Japan Marketing Lead </p> <p>Hideya Kato / Legoliss, Inc. Director </p> <p>Kenta Noyashiki / AJA Inc. CEO </p> <p>Kenichi Sugawara / Moonshot Inc. CEO</p>
12:20	Lunchtime Workshop *Brand Only	<p>Koji Fukada / Sprocket, Inc. Co-founder &amp; CEO </p>
13:30	One to One Meetings	
18:00	Dinner Party	
20:00	Close	

## 4. Summit Photos - 1



Coaching #1 - Anis Uzzaman



Coaching #2 - Jenn Willey



### BRAND SUMMIT Tutorial "Unforgettable Innovation"

Masato Taketomi / Comexposium K.K. Representative Director and Presiden  
Daisuke Inoue / Yahoo Japan Corporation Media Company Evangeist  
Makoto Fujita / INCLUSIVE Inc. CEO  
Kyoichi Suga / Best In Class Producers Inc. CEO



### Premium Presentation, Experts Presentation

Shunsuke Konno / Rakuten Inc  
Executive Officer Director of Ad Planning Supervisory Department Global Ad Division  
Gakuto Akashi / ONE MEDIA Inc. CEO  
Tomonari Hamano / Trend Express Inc. CEO  
Kensuke Ono / GIFMAGAZINE.Inc CEO



## 4. Summit Photos - 2



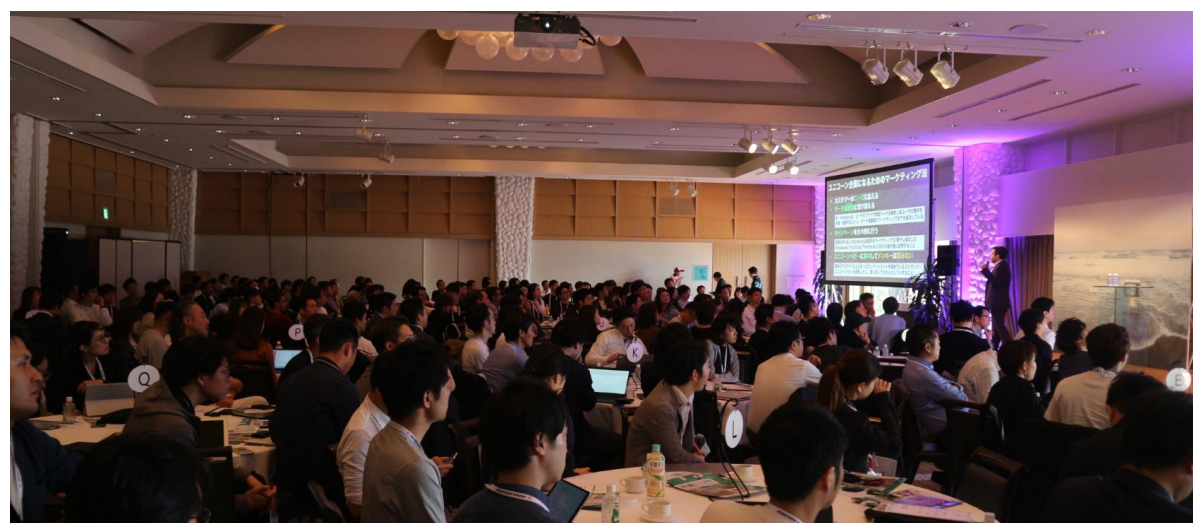
One to One Meetings – conducted in private meeting rooms



Learning Session



Networking Dinner Party



Main Conference Hall



## 5. Attendee List

### Brand Advertisers : 85 Attendees

adidas Japan K.K.  
AEON Bank, Ltd.  
ANGFA Co.,Ltd.  
Asahi Kasei Home Products Corporation.  
ASKUL Corporation  
athome  
Bacardi Japan Limited  
BOOKOFF CORPORATION LIMITED  
brista INC.  
British American Tobacco Japan, Ltd.  
Calbee  
Canon Marketing Japan  
CHINTAI Corporation  
CHURACOS  
DMM.com LLC  
Eureka, Inc.  
GlobaKids KKC  
Haagen-Dazs Japan, Inc.  
HANAMARU Co.,Ltd.  
henkel japan  
Indeed Japan K.K.  
I-ne  
Japan Airlines Co.,Ltd  
Japan Frito-Lay ltd  
Japan Interactive Marketing Co.,LTD  
Japan Taxi Co., Ltd  
Japan Tobacco Inc.  
Kanebo Cosmetics Inc.  
Kao Corporation  
Kirin Company, Limited  
Komehyo Co.,Ltd.  
KOSE Corporation  
Kyushu Railway Company  
LIFENET INSURANCE COMPANY  
Lion Corporation  
Mazda Motor Corporation  
Mercari, Inc.  
Mercedes-Benz Japan Co., Ltd.  
MISSPARIS inc.  
Mizkan Holdings Co. Ltd.  
MONTE BUSSAN CORPORATION  
NIPPON TRAVEL AGENCY  
Nitori Co.,Ltd  
NTT DOCOMO,INC.  
oisix ra daichi.inc  
Openhouse.inc  
Pencil Co., Ltd.  
Persol Career  
Persol Holdings Co., Ltd.  
POLA Inc.  
Recruit Sumai Company Ltd.  
Seven & i Holdings Co., Ltd.  
Shiseido Japan Co.,LTD.  
SMBC Nikko Securities Inc.  
SoftBank Corp.  
Sompo Japan Nipponkoa Insurance  
Sumitomo life insurance company  
SUMITOMO MITSUI CARD CO.,LED.  
Suntory Communications  
Tokyo Individualized Educational Institute  
U-CAN,Inc  
USJ LLC.  
WOWOW INC.  
Yamaha Music Japan Co., Ltd.

## 5. Attendee List

### Sponsors: 160 Attendees

360Channel Inc  
AbemaTV, Inc.  
AdAsia Japan Inc.  
adflex communications,inc.  
AJA.Inc  
Babel, Inc  
Best In Class Producers Inc.  
BILCOM, Inc.  
BitStar inc.  
Blogwatcher Inc.  
ByteDance K.K.  
CHEQ japan  
CMerTV, Inc.  
cocktail-make inc  
Comic Smart Co., Ltd.  
Cookpad Inc.  
CRITEO K.K.  
CYBER COMMUNICATIONS INC.  
CyberAgent, Inc  
CyberBull  
DMM.com  
Dropbox Japan K.K.  
EXIDEA,inc.  
FID Ltd.  
FiNC Technologies Inc.  
GIFMAGAZINE.Inc  
GROVE Co., Ltd.  
GumGum Japan K.K.  
Gunosy Inc.  
IRIS inc.  
Kataribe,Inc.  
KidsStar Inc.  
Legoliss Inc  
Macbee Planet Co., Ltd.  
MedicalNote Inc.  
Meltwater Japan K.K.  
Momentum inc,  
NewsTV Inc,  
Nielsen Digital Co., Ltd.  
ONE MEDIA Inc.  
OPEN8 inc.  
Oricom  
Pencil Co., Ltd.  
PLAID,inc.  
PLAYLIFE inc.  
popIn Inc.  
PROOX, Inc.  
QON Inc.  
Quark tokyo Inc.  
Rakuten Inc  
Raysus.inc  
RoomClip Inc.  
salesforce.com Co.,Ltd.  
SC Digital Media K.K.  
So-net Media Networks  
spicebox, inc.  
Spotify Japan K.K.  
Sprocket, Inc.  
Switch Media Lab, Inc.  
TABI LABO Inc.  
Trend Express Inc.  
TVision Insights Co., Ltd.  
UNCOVER TRUTH Inc.  
Unique Vision Company  
XICA CO.,LTD.  
XTRECKS, Inc.  
YouAppi Inc  
ZETA INC

## 6. Sponsors

### Sponsors

#### Premium Sponsor

**Rakuten**  
Marketing Platform

楽天株式会社

#### Gold Sponsors

**adflex**  
COMMUNICATIONS

株式会社アドフレックス・コミュニケーションズ

**AJA**

株式会社 AJA

**Dropbox Business**

Dropbox Japan 株式会社

**FiNC**  
Technologies

株式会社 FiNC Technologies

**GIFMAGAZINE**

株式会社 GIFMAGAZINE

**Legoliss**

株式会社 Legoliss

**ONE. MEDIA**

ワンメディア株式会社

**popIn**

popIn 株式会社

**RAYSUS**

レイサス株式会社

**Sprocket**

株式会社 Sprocket

**TE**

**トレンドEXPRESS**

株式会社トレンド Express

#### Sponsor

**JAL**  
**JAPAN AIRLINES**

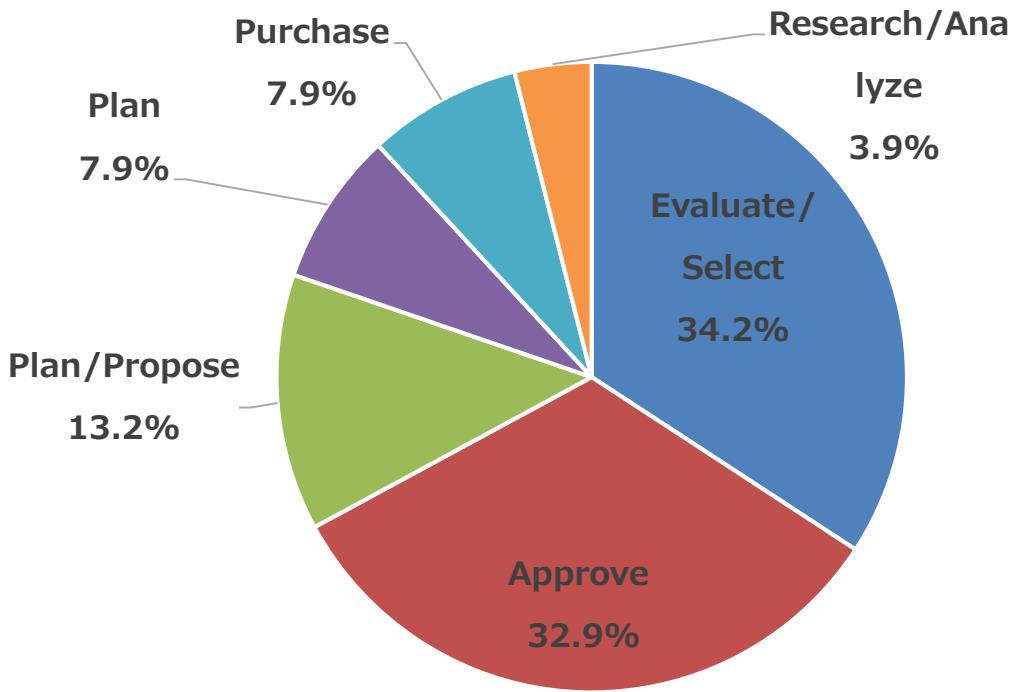
日本航空株式会社

**JT**

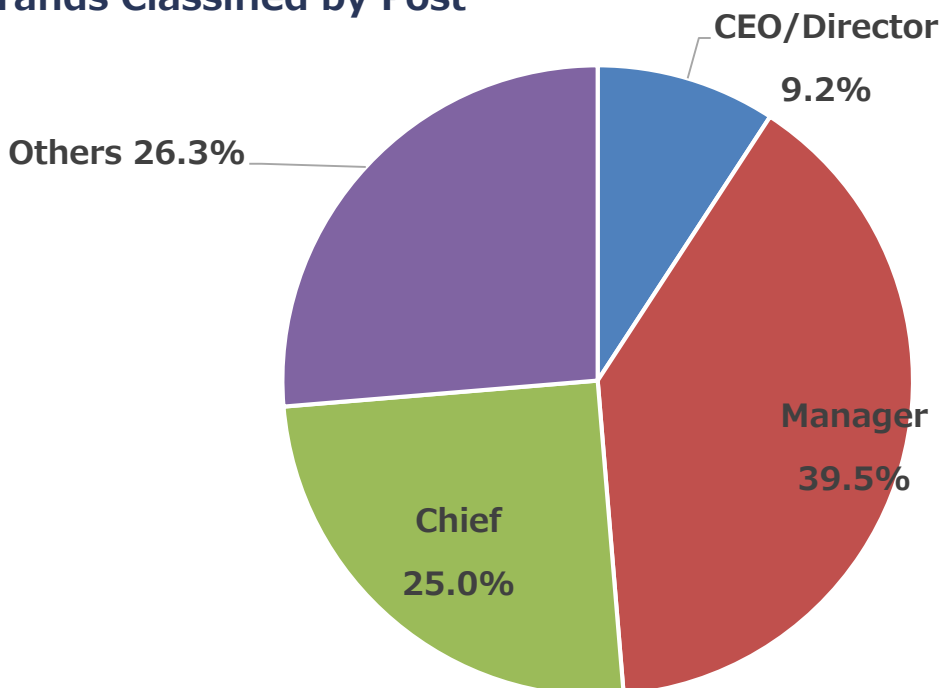
日本たばこ産業株式会社

# 7. Brand Attendee Analysis

### Percentage of Decision-Makers



### Brands Classified by Post



## 7. Brand Attendee Analysis

### Brand Breakdown by Industry

Industry	Number of Attendee
Food/Beverage	14
Cosmetics/Sanitary Goods	10
Toys/Household Items/Commodity	5
Automobile/Transportation Equipment	3
Service	8
Fashion/Fiber	4
Retail	6
Construction/Real Estate/Housing	2
Communication	2
Human Resource/Career Service	4
Finance/Insurance	7
WEB/Mobile Service/Media	4
Electronics	1
School/Education	4
Press/Media	2
Public Institution/Various Groups	1
Precision Equipment/Office Supply	2
Others	6

BRAND SUMMIT  
**ONE to ONE**  
— SPRING —



## BRAND SUMMIT Show Office

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