



BRAND SUMMIT 2017

Building Stronger Brand in Digital

AFTER SHOW REPORT

25th-28th September, 2017
at The Windsor Hotel Toya Resort & Spa

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1. BRAND SUMMIT 2017 Summary



Event Name: BRAND SUMMIT 2017

Date: September 25th (Mon) - 28th (Thu), 2017

Venue: The Windsor Hotel Toya Resort & Spa (Hokkaido, Japan)

Organized by: Comexposium Japan K.K.

Number of Attendees: 261 ppl (Brands: 84, Partners: 177)

2. Sponsors

Premium Sponsor



Gold Sponsors



Silver Sponsors



Sponsors



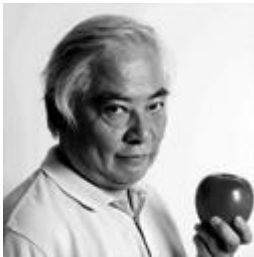
Partner



3-1. This Year's Theme and Main Sessions

Building Stronger Brand in Digital

With the remarkable evolution of digital technology, not only products and services, but also information contact, purchasing behavior, and information dissemination of consumers themselves are changing dramatically. As companies have become able to obtain huge amounts of data, at the same time, whether they can make use of the data to improve their brand value is a big issue. We will provide a new viewpoint to improve the user experience with various things that digital can bring and lead to the improvement of brand value.



■Opening Keynote (9/25)

“How to Get Along with Overflowing Technology”

Sam Furukawa
Former President of Microsoft Japan /
Professor at Graduate School of Media Design, Keio University

■Brand Pannel (9/26)

“How Has Digitalization Change the Mass Media Use in the Automobile Industry?”



Kazuyoshi Arai
BMW Japan Corp.
Brand Communications / Digital Marketing Manager



Hisao Tsudome
Mercedes-Benz Japan Co., Ltd.
MBC Marketing Communication Media Communication



Atsushi Yasumuro
SUBARU
Sales Support Department Assistant Manager

■Brand Interview (9/27)

“Role of Digital Measures to Improve Brand Value”



Shigeyuki Tomomatsu
American Express International, Inc
Vice President, Digital Marketing, International Consumer Services



Fujiyo Ishiguro
Netyear Group Corporation
President and CEO

3-2. This Year's Theme and Main Sessions

■Brand Case Study Workshop (9/27)



“Pre-communication required for building relationships with customers in the future”

Fumiaki Terada
Morinaga Milk Industry Co., Ltd.
Marketing Communication Department, General Manager



“How did Higashi Ikebukuro 52 spread?”

Toshiaki Aikawa
Credit Saison
Director of Sales Planning Department



“Utilization and evaluation of diversifying social media”

Toshio Yamana
Japan Airlines
Director, Corporate Brand Promotion Dept., Web Communication Group



“Career formation of marketer & future key factor of CRM”

Katsunosuke Endo
Ferrari Japan Co., Ltd.
Marketing Director



“Partnership that changes with digitization”

Miki Isobe
Morishita Jintan Co., Ltd.
Healthcare Business Division / Senior Operating Officer



“A Method of Video Attracting Attention and Propagating - Case Study of Bufferin”

Kei Hirasawa
LION Corporation
Publicity Department

4. Schedule

Day.1 25th, Sep, 2017

Time	Contents
15:00	Registration Opens
18:00	[Opening Remarks] How to Make Brand Summit 2017 Be Exciting and Meaningful?
18:10	[Opening Keynotes] How to Get Along with Overflowing Technology
19:00	[Premium Presentation] "Consumer Community": The Scientific Solution for Nurturing Fans
19:30	[Brand Strategy Presentation #1] About marketing using "AbemaTV"
20:00	Networking Dinner
21:30	The end of Day 1

Day.2 26th, Sep, 2017

Time	Contents
08:00	Networking Breakfast: Yesterday's Review
08:00	Power Breakfast
09:00	Break
09:10	[Brand Panel Session] How Has Digitalization Changed the Mass Media Use in the Automobile Industry?
10:00	[Brand Strategy Presentation #2] The issue and solution in data-driven marketing for the publishers.
10:30	[Brand Strategy Presentation #3] A digital video strategy fitted for marketing objectives - successful cases based on royalty funnel
11:00	Networking Break
11:20	[Digital Branding Tactics #1] Possibilities of Apps in a Customer-First Era
11:30	[Digital Branding Tactics #2] New relationship with influencers
11:40	[Digital Branding Tactics #3] How to Apply "Influencer Video" and "Touchable Advertising" to Your Business
11:50	Networking Lunch
12:00	[Lunch Presentation] Introducing Dashboard for CMOs/Directors
12:50	Brand Case Study Workshop #1
14:20	Networking Break
14:50	[Brand Strategy Presentation #4] Why did long seller brand clinica give a challenge video content marketing?
15:20	[Brand Strategy Presentation #5] Next-generation "individual customer" communication realized with state-of-the-art real-time analysis & web customer serving platform.
15:50	Break
16:05	Master Track
17:10	Networking Break
17:20	Master Track
18:25	Networking Break
18:45	[Digital Branding Tactics #4] Influencer Marketing in the Era of Smartphone
18:55	[Digital Branding Tactics #5] INFOBAHN's "Brand Experience Design"
19:05	[Digital Branding Tactics #6] Turning Brand Message into a manga -Mange Advertisement, using original contents supported by Millennial Generation.
19:15	Cocktail Reception
19:45	Networking Dinner
21:45	The end of Day 2

Day.3 27th, Sep, 2017

Time	Contents
08:00	Networking Breakfast
08:15	[Breakfast Presentation 1] How can AI Speaker change the communication from Brand to Customers?
08:30	[Breakfast Presentation 2] Online Customer Service commit to result of website improvement provided by f-code, Inc.
09:00	[Brand Interview] Role of Digital Measures to Improve Brand Value
09:50	Break
10:10	[Round Table Discussion] popIn's Visions on Content Marketing
11:20	Networking Lunch
11:30	[Lunch Presentation] What is the effect of advertising that C CHANNEL aims for?
12:20	Break
12:40	One to One Meeting Part 1
13:10	Break
13:15	One to One Meeting Part 2
13:45	Break
14:05	One to One Meeting Part 3
14:35	Break
14:40	One to One Meeting Part 4
15:10	Break
15:40	Brand Case Study Workshop #2
16:50	Networking Break
17:20	[Brand Summit 2017 Wrap Up Discussion]
18:00	Cocktail Reception
18:30	Networking Dinner
20:30	The end of Day 3

5. Photo Report



6. Attendee List

Brand Attendees: 84

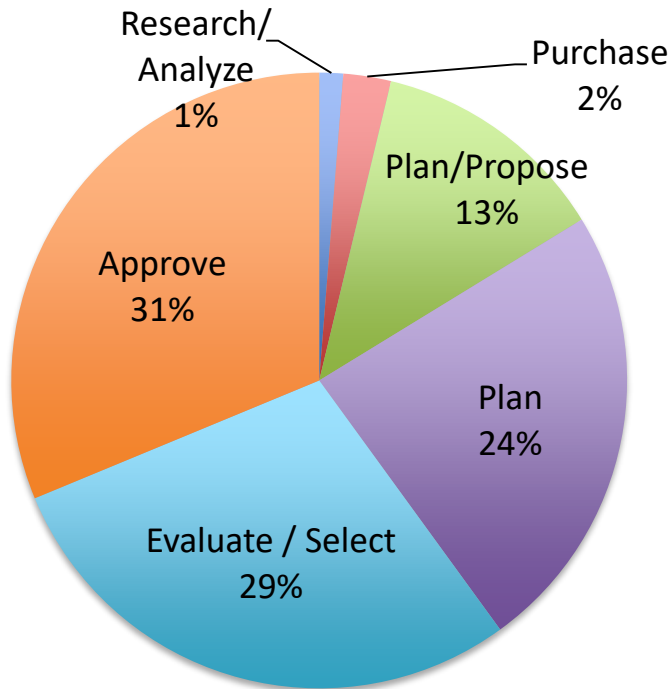
3M Japan Limited
ADASTRIA CO.,LTD
adidas Japan K.K.
AEON Bank,Ltd.
ANGFA K.K.
ASAHI KASEI HOME PRODUCTS CORPORATION
BEAMS CO.,LTD.
BMW Japan Corp.
CHINTAI Corporation
Credit Saison Co.,Ltd.
DADWAY, INC.
daiichisankyo healthcare K.K.
Daimaru Matsuzakaya Department Stores Co. Ltd.
Ebara foods Industry,Inc.
Eli Lilly
Ferrari Japan KK
Haagen-Dazs Japan, Inc
House Foods Group Inc.
HouseFoods Inc.
HP Japan inc.
Japan Airlines Co., Ltd.
Johnson & Johnson K.K.
JT
Kabaya Food K.K.
kanebo .inc
Kao Corporation
KDDI CORPORATION
Kellogg Japan G.K.
KENTUCKY FRIED CHICKEN JAPAN LTD.
Kirin Company, Limited
KOSE Corporation
Kyushu Railway Company
LIFENET INSURANCE COMPANY
LION Corporation
LVMH Moet Hennessy-Louis Vuitton Japan K.K.
Mercedes-Benz Japan Co., Ltd.
Mitsubishi Electric Corporation
Morinaga Milk Industry Co., Ltd.
Morishita Jintan Co.,Ltd.
MOS FOOD SERVICES, INC.
New Balance Japan, Inc.
Nihon L'Oreal K.K.
NISSIN FOODS HOLDINGS CO., LTD.
NTT DOCOMO
Open House Co., Ltd
Oriental Land Co.,Ltd
Osaka Science Museum
Philips electronics Japan
Procter & Gamble Japan K.K.
R.O.U K.K
Recruit Sumai Company Ltd.
Sanrio Entertainment co.,Ltd.
Sapporo Breweries Ltd.
Seiyu GK
SEKISUI HOUSE ,LTD.
Senshukai co.,Ltd
Seven Bank, Ltd
shiseido Japan co.ltd
Sony Network Communications Inc.
ST Corporation
SUBARU Corporation
SUPLUS Co.,Ltd.
Taiko pharmaceutical Co.,Ltd
Tatsumi-Honke Brewing Company, Ltd.
TOYOTA MARKETING JAPAN CORPORATION
Toyota Motor Corporation
TSI HOLDINGS CO.,LTD.
Unilever Japan Customer Marketing
USJ Co., Ltd.
WOWOW Inc.

Partner Attendees: 177

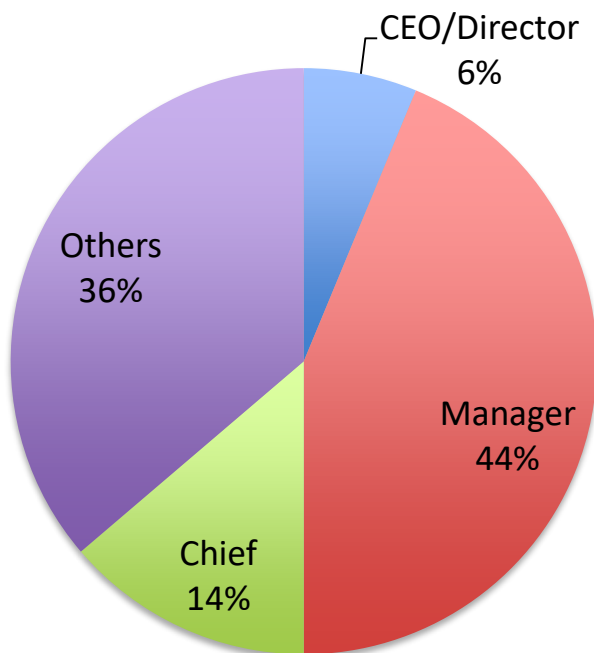
90 Seconds Japan INC
AbemaTV
Adobe Systems Co., Ltd.
Agile Media Network, Inc.
AJA.inc
All About,Inc.
Asahi Advertising Inc.
Asatsu-DK Inc.
assion,inc
ATARA, LLC
BILCOM,Inc.
Bizcast Inc.
Business Search Technologies Corporation
Candle.inc
CarterJMRN K.K.
CChannel Corporation
CHOCOLATE Inc.
Cinarra Systems Japan
CMerTV,Inc
COMICSMART INC.
Cookpad Inc.
Credit Saison
Crevo Inc.
CRITEO K.K.
Cyber Communications inc.
CyberAgent, Inc.
CyberBuzz, Inc
Delphys Inc.
Delphys Interactive Corporation
DENTSU INC.
Domo K.K.
Everforth Co., Ltd.
every, Inc.
f-code inc.
FID Limited
from scratch
Hakuhodo DY digital Inc.
Hatena Co.,Ltd.
i-mobile Co., Ltd.
INCLUSIVE Inc.
INFOBAHN Inc.
mediagene.inc
Interspace
Intimate Merger, inc.
IREP Co., Ltd
J-Stream Inc.
Kenshoo Japan
KidsStar Inc.
KPI Solutions Co.,Ltd.
LINE Corporation
Marketo
Marketo KK
mediba Inc.
Meltwater Japan K.K.
MimiTV inc.
Musubi consulting
Netyear Group Corporation
NewsTV Inc.
Omnibus K.K.
OPT, Inc.
Outbrain Japan K.K.
PLAID,inc.
popIn Inc.
PROOX
QON Inc.
QUANT,Inc.
Quark tokyo Inc.
Rakuten Data Marketing, Inc.
RaNa design associates.inc
RANA007
Silverpush
SkillUp Video Technologies Corporation
Speee.Inc
Switch Media Lab, Inc.
TABI LABO Inc.
THECOO Inc.
Tokyo Broadcasting System Television,Inc.
TOPPAN PRINTING CO.,LTD.
Treasure Data
Trend Express.inc
TV Asahi Corporation
Twitter Japan
UNCOVER TRUTH Inc.
Unique Vision Company
Viibar Inc.
VRize,inc
WHITE Inc.
WHITE MEDIA Inc.
Yappli, Inc.
YOMIURI TELECASTING CORPORATION
Yumemi,Inc.
ZERO START Co.,Ltd.

7-1. Brand Attendee Analysis

Percentage of Decision-Makers



Brands Classified by Post



7-2. Brand Attendee Analysis

Brand Breakdown by Industry

Industry	Number of Attendee
Food/Beverage	16
Cosmetics/Sanitary Goods	11
Toys/Household Items/Commodity	10
Automobile/Transportation Equipment	6
Service	5
Fashion/Fiber	5
Retail	4
Construction/Real Estate/Housing	3
Communication	3
Medicine	3
Finance	3
Chemical/Steel/Other Material	2
WEB/Online Media	2
Electronics	2
Press/Media	1
Others	8



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