

APRC CONFERENCE 2025 & JMRA 50TH ANNIVERSARY



Meiji Kinenkan, Tokyo, Japan

<https://www.mejikinakan.gr.jp/english/access/>

October 1, 2025, Summit Meeting / Office Visit
October 2, 2025, Conference

Next DepARTure 50 years so far, 50 years ahead

Day 1: Summit Meeting / Office Visit

For Reps of the Associations only

at Meiji Kinenkan 1F

12:00- Welcome Lunch
(Bento Lunch Box)

13:00- Meeting

18:00- Dinner at Hagoromo (1F)
(Traditional Japanese Kaiseki Food)

For other APRC Participants

(Meeting location: To be confirmed.)

13:30- Office Visit
to Marketing Research Agencies

- INTAGE (秋葉原: Akihabara)
- Cross Marketing (新宿: Shinjuku)
- GMO Research & AI (渋谷: Shibuya)
- Rakuten Insight
(二子玉川: Futakotamagawa)

16:30- Free time
Enjoy Tokyo's nightlife at your leisure.

* Attention

Please note: JMRA is unable to recommend hotels for this event.
However, there are many good hotels nearby, as the venue is located in central Tokyo.

* Contact

e-mail: office@jmra-net.or.jp (In charge: Ichinose, Kishida, Uesugi, and Saito)



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Sep. 17 ver.



一般社団法人 日本マーケティングリサーチ協会
Japan Marketing Research Association

Day 1:

APRC 2025 Office Tour Program

Connect with Japan's Leading Research Firms as part of the JMRA 50th Anniversary Office tour!

Program Overview

4

Host Companies

Oct 1

Event Date

- ✓ Visit leading Japanese research companies
- ✓ Learn about trending research topics and AI technologies
- ✓ Network with Japanese research professionals

Participating Companies

Rakuten Insight

GMO RESEARCH & AI

intage

Cross Marketing

 Company assignment will be random

Event Schedule

Daytime

Office Visit & Tour
Interactive Sessions by Each Company

● The meeting place and time will be announced later.

6:30 PM - 8:30 PM

Networking Reception
Restaurant in Shibuya (TBD, optional attendance)

What to Expect



Engagement Opportunities



Language Support

English/Chinese-speaking staff available



Direct Communication

Detailed schedule sent by Mr. Ichinose



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Day 2: Conference

For All Participants

at Meiji Kinenkan 2F; Fuji-1(富士1), Fuji-2(富士2), Horai(蓬莱)

9:30- Door Opening (Please visit Exhibition Booths)



Track A Main Track

10:00 - 11:30 Keynote: *Fuji 1
Towards the Next 50 Years DepARTure
Discussion: Prospects and Challenges
- Prof. Naoto Onzou, President of JMA; Waseda Univ.
- Miki Igarashi, Chairman of JMRA; Cross Marketing
and three executives from the JMRA member companies



10:30- 11:30 Essence of research and co-creation with AI to understand customers

- Koji Ideshita (Familymart) *Horai
- Tetsuya Sato (Council of JMRA; And-D)

11:30-12:30 < LUNCH TIME >

12:30- 13:30 How will AI change research?
- JMRA Internet Research Quality Committee - AI team
*Fuji 1

**13:50- 14:50 Protecting the future of research:
For Online Research Sustainability Declaration**
- JMRA Internet Research Quality Committee - Panel
Quality team
*Fuji 1

15:00- 16:00 Keynote:
How to Engage with Young People
- Mai Osada (SHIBUYA 109 lab)
*Fuji 2



**16:30-18:00 Launch of the New Industry Vision
Evolving into an Industry that Inspires People,
Companies, and Society** *Fuji 2
- JMRA 50th Anniversary Vision Committee

Track C Sponsor Track

*Fuji 1 • 2 / Horai

10:00 -
(12 mini sessions)
Please check the detailed page.



Track B APRC Track



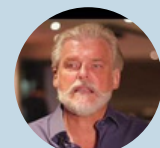
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< LUNCH TIME > *Horai

**12:30- AI and Data Quality:
Transforming Research**
- Debrah Harding (MRS, GRBN)



14:00- Original voice
- Dave McCaughan (TMRS)



14:40-Human After All
- Dangjaithawin Anantachai
(Orm)(TMRS)



**15:20- From Data Deluge to
Decision Intelligence**
- Huang Jia (JD.com; CMRA)



16:00- Insight Industry and AI
- Toru Sasaki
(Kantar Japan)



18:00 - Networking Dinner Standing Buffet Party

*Horai

19:30 - Closing



For APRC members and overseas participants:

Please register in advance via Peatix. <https://peatix.com/event/4525416/>

Conference Fee

JPY22,000 (approx. USD150) (including: Office Visit, Lunch Box & Networking Dinner etc.)

Please check in at the APRC desk on-site on the day of the conference.

* 2 Association Reps for each country are free, and the registration is separate.



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Day 2: Conference

Track B APRC Track

*Horai



12:30- 13:30 AI and Data Quality: Transforming Research

- Debrah Harding (MRS, GRBN)

This two-part session addresses two themes which are transforming research - AI and data quality. With the introduction of the EU's new AI Act, the legislative and ethical landscape has been transformed. This session will present an overview of the legislative changes, the MRS' ethical AI guidelines which interpret the new legislation, and the guardrails needed for ethical AI-based research. As the use of AI in research continues to grow, maintaining high standards of data quality is essential to ensure the reliability and integrity of these new AI systems. In 2023, research associations from across the world launched the Global Data Quality (GDQ) initiative to address this challenge. This session will provide an update on the latest initiatives, including the GDQ Data Quality Excellence Pledge, the GDQ/GRBN research on online sample buyers' sentiments regarding data quality, new GDQ data quality tools and guidance, and the plans for the year ahead.



14:00-14:20 Original voice: Nothing is more important in an AI world

- Dave McCaughan (TMRS)

A decade of experience in using AI driven market research tools has taught me that how original you are in the way you use them, feed them, interpret and present results, and offer ideas to clients is as important as mastering the technology. #Originalvoice is all about doing and saying things in a unique way that will make you unique in the market. Examples from Shiseido, Toyota, Australian Wool and others will be shared.

14:40-15:00 Human After All:

How Brands Can Redesign a Human-Centric Future in an AI-Driven World

- Dangjaithawin Anantachai (Orm)(TMRS)

In an always-on & AI-powered world, how do we protect and promote what it truly matters to our well-being? This question is especially urgent for our future generation - Gen Z. Through findings from a multi-country study across Asia, revealing similarities and differences in aspirations and well-being drivers among the 3 generations. The insights highlight critical signals for brands and organizations to redesign for a future that is not only innovative but human-centered. Because if technology is to serve humanity, we must truly understand what it means to be well in a world where the algorithm never sleeps.



15:20-15:40 From Data Deluge to Decision Intelligence

-Huang Jia (JD.com; CMRA)

In the crucible of China's AI-Ecommerce ecosystem, where 600 million consumers generate data tsunamis daily, we've engineered a compass for the deluge - transforming chaotic waves of information into strategic intelligence. Discover how JD's AIMARS is pioneering this paradigm shift, turning China's digital battleground into a global blueprint for market research that thinks in real-time, learns at scale, and decides with precision.

16:00-16:20 Insight Industry and AI - AI Adoption Moves from Concept to Practical

- Toru Sasaki (Kantar Japan)

Implementation

Since AI entered our daily lives, consumer needs have remained fundamentally unchanged, but the methods for meeting those needs have evolved. AI is now central to consumer life, and brands must adapt to this shift. At Kantar, we have placed AI at the core of our global transformation and innovation roadmap, as well as our value proposition to clients. In this session, representing Kantar Global and speaking as the Head of Kantar Japan, Sasaki will discuss the impact AI is having on our operations and product portfolio, and share our vision for helping corporate marketing teams leverage AI to operate faster and at greater scale.



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Day 2: Conference

Track C Sponsors Track

***Please note the start time and venue.**

***Fuji 2**

10:00-10:20 Rakuten Insight, Inc.

Make research easier, get to action faster—RakuRaku Researcher™: AI-powered analysis support

10:40-11:00 Nikkei Research Inc.

Practical Data Analysis That Drives Actionable Strategies: The Path to Insight Creation Through a Return to Strategic and Tactical Fundamentals

11:20-11:40 Coming soon

12:00-12:20 Cross Marketing Group Inc.

AI Makes Research More Human: The Present State of Fieldwork and Analysis Evolving Through AI Chat

12:40-13:00 Dai Nippon Printing Co., Ltd.

Understanding Consumers' True Feelings Through Science: Initiatives to Grasp Human Nature and Authentic Emotions

13:20-13:40 Video Research Ltd.

Reading Emotional Movements from Video: Emolyzer's Challenge

14:00-14:20 iBRIDGE Corporation

What Does AI-Powered Self-Service Surveys Mean!? Introducing Freeasy × AI Initiatives!



11:50-12:10 Kantar Japan Inc.

***Fuji 1**

Cultivating Brands That Compete Globally- What Is Global-Standard Brand Management? -

15:20-15:40 Make Opinion GmbH

***Fuji 1**

Gen Z's Reality: Survey Habits and Global Trends

16:00-16:20 INTAGE Inc.

Opening the “Lid” Required of Next-Generation Researchers Cover/DisCover

16:50-17:10 Macromill, Inc.

Advertising Effectiveness Measurement Designed for Sample Shortages: Cutting-Edge Approaches Working Backwards from Constraints

17:30-17:50 LY Corporation

Capturing the “Now” of Young People-LINE Research Quick Survey/Interview

18:00-19:30 Networking Dinner Standing Buffet Party

***Horai**



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Day 2: Conference

Venue Map



ACCESS

Meiji Kinenkan

<https://www.meijikinenkan.gr.jp/english/access/>

2-2-23 Motoakasaka, Minato-ku, Tokyo 〒107-8507

The nearest stations are the following three:

- JR Chuo/Sobu Line: Get off at **Shinanomachi** Station, 3-minute walk
- Subway Ginza Line/Hanzomon Line/Oedo Line: Get off at **Aoyama-itcho** Station (Exit 2), 6-minute walk
- Subway Oedo Line: Get off at **Kokuritsu-kyogijo** Station (Exit A1), 6-minute walk



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AI-powered simultaneous translation

<https://pocketalk.jp/forbusiness/conference-1>

POCKETALK 特長 同時通訳サービスの比較 対応言語 導入事例 よくあるご質問 セキュリティ お問い合わせ

TOP > AI同時通訳 カンファレンス

ライブ通訳 センティオ
Sentio
カンファレンスプラン

Translations will be delivered to participants' smartphones in both text and audio formats.

通訳者なし/専用機材なし

参加者のスマートフォンへ翻訳を配信
文字と、音声で

会場のスクリーンに翻訳を投影



Use Image

Please have your smartphone available for each.



Caution! No simultaneous online broadcast.

Videos will be available at a later date if the presenter permits.



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