

## ad:tech tokyo 2024 Diamond Sponsor is Now Official: DENTSU INC.

"Marketing For Growth" will be showcased through a keynote and video projection on October 17.

Comexposium Japan K.K., the organizer of global marketing conferences, has announced that Dentsu will be the Diamond Sponsor of ad:tech tokyo 2024, which will be held from October 16th to 18th at Tokyo Midtown and the Ritz-Carlton. Dentsu will offer various content, including keynote and videos, to make its new marketing model, "Marketing For Growth," widely and deeply comprehended.



- Keynote on Thursday, October 17th

Dentsu will present its new marketing model, "Marketing For Growth," which systematizes four processes and two fundamental services in order to maximize the mROI (Marketing Return on Investment) for its clients.

(Date and theme are subject to change.)

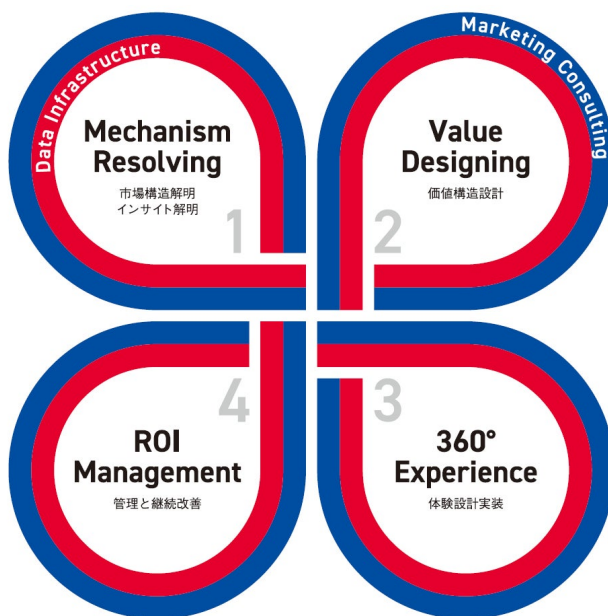
- Promoting Videos

Videos will be played at the Keynote stages in The Ritz-Carlton and other official session rooms throughout the event.

- On-site Branding

Dentsu will brand the entire event, including the venue.

- About DENTSU INC.



## ***Marketing For Growth***

In addition to providing various solutions for overall client marketing, Dentsu promotes the development of efficient advertising in response to changes in the digital age; designs optimal customer experiences; innovates marketing infrastructure; and transforms client business.

We also integrate diverse capabilities that have evolved beyond the marketing domain to provide integrated solutions, which contribute to the sustainable growth of clients and society.

In January 2024, Dentsu rethought the marketing and created a next-generation model, “Marketing For Growth,” which systematizes the four processes and two foundations necessary to achieve a higher marketing return on investment. By setting the realization of this ideal state as its goal, Dentsu will continue to help clients realize effective marketing transformation.

- About ad:tech tokyo 2024

# ad:tech tokyo

Date: October 16th (Wednesday) to 18th (Friday), 2024

Venue: Tokyo Midtown & The Ritz-Carlton, Tokyo, with archive streamings to follow at a later date

Attendees: Approximately 14,000 (based on 2023 data, including both on-site attendees and viewers of archive streamings)

Official website: <http://adtech-tokyo.com/en/>

Application for participation pass: [https://adtech-tokyo.com/en/for\\_visitors/](https://adtech-tokyo.com/en/for_visitors/)

- About Comexposium

The Comexposium Group is one of the leading event organizers worldwide. It creates B2B and B2C events that bring communities together to discover and explore businesses, passions, and interests. Comexposium organizes more than 150 professional and general public events, covering more than ten sectors of activity, such as food, agriculture, fashion, construction, hi-tech, and so on. The group connects 48,000 exhibitors and 3.5 million visitors 365 days a year.

Comexposium Japan K.K. brought ad:tech to Japan in 2009 for the first time and has a 16-year successful record as ‘ad:tech tokyo.’ In addition, it has organized ‘Brand Summit,’ a pioneering residential marketing conference in Japan. Comexposium Japan K.K. provides a platform where Japanese marketers can gain the knowledge, information, and network necessary to compete globally.

Official website: <https://comexposium-jp.com/en/>

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[https://prtimes.jp/main/html/searchrlp/company\\_id/13647](https://prtimes.jp/main/html/searchrlp/company_id/13647)

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