

Japanese Creativity in the Great Tech Race: Beneficiary or Victim?

April 11, 2023

Room 620, Geffen Hall, Columbia Business School



Featuring:

Kyoko Matsushita, CEO, WPP in Japan

Moderator:

David E. Weinstein, Director, CJEB; Carl S. Shoup Professor of the Japanese Economy, Columbia University

Ms. Matsushita discussed Japan's adland, covering the state of Japan's industry as the world's third-largest advertising market, as well as challenges and opportunities in contrast to other global markets. She also delved into tools and practices that marketers in Japan should be adopting, how they can benefit from them, and whether WPP can deliver on these. Ms. Matsushita spoke about global technology and the need to remain humanely creative, especially with the rise of new AI tools like ChatGPT. She shared her perspective on the risks these tools bring, how they impact personalization, and whether this trend is something we are moving towards or away from in advertising. Ms. Matsushita went on to cover repercussions for Japan's creative industry, exploring questions such as: Are these tools the solution Japanese marketers need to catch up and digitalize? Are they input or output tools? Is there a need for human creatives anymore? How can these new tools be used creatively to benefit wider society in Japan and across the globe? To view the recording of the event, please visit <https://youtu.be/bjDH3A8pq0A>.