



Gary Lim
Regional Connections Director, Asia
Johnson & Johnson

Gary Lim is belongs to the Johnson & Johnson Global Marketing Group based in Singapore. His role is to inspire, innovate and integrate marketing programs that drive business, value and learning across the global organization.

He started his career in Australia and launched his 18 years of Asian experience from China in the mid 90's. Since then he has been broadening his roles and experience in various markets around Asia.

He is excited by the 'big idea' and the consumer insights behind it. He believes that the best ideas come from a disciplined planning process and meaningful collaboration by all functional groups. "The enthusiasm and energy emanating from a well-oiled team is exhilarating!"

With the Effie Awards, Gary is interested in reviewing the most effective marketing communications programs in the region. Integrated marketing is not new, but what is critical are strong central ideas that will differentiate the brand and engage consumers. Given the increasingly cluttered media environment there needs to be a renewed emphasis on crafting this central idea and supporting it with a solid connection strategy that will reinforce brand values and provide real levels of consumer engagement. Couple this with the increasing client demands for accountability and ROI, the effectiveness mantra will become louder as more clients demand greater validation of strategic offerings from their agency partners.