

REY TIEMPO

Chief Creative | Creative Gaming
Brand Specialist | Content Creator



rey.tiempo@gmail.com

+639209032543

Rey Tiempo has spent the last twenty-plus years leading teams to award-winning creative and effective work in the biggest global and local advertising networks: Publicis Groupe, VMLY&R, Dentsu, BBDO and Leo Burnett. He now leads Co-Op Play, his own team of Brand Gamification Specialists. He has been ranked as the number 1 Creative Director in the country and has consistently placed as one of the top creatives in the region, with a body of work recognized in Cannes, D&AD, One Show, Clio, London International, Spikes, ADFEST, MAD Stars, AWARD, Kidlat, and Boomerangs, among others.

He most recent wins include the Philippines' first-ever Cannes Lions in Gaming, the first-ever Grand Prix for the inaugural Gaming category at Spikes Asia, the country's first-ever Best in Discipline for Gaming at ONE Asia, as well as multiple Grand Prix and Golds for Gaming at MAD Stars, ADFEST, and New York Festivals.

Rey has served as President of the Creative Guild of the Philippines and has spearheaded the launch of CreativeFest NOW! - the country's first ever, all online event that brought together some of the biggest names in advertising, and in creative disciplines around the world.

A proven industry leader, Rey has continued to represent the country in various prestigious venues: leading the industry conversations on Gaming in a hugely successful speaking session that introduced APAC to Gaming X Marketing, exclusively at ADFEST; representing the Philippines and Gaming at Sri Lanka's biggest Digital Marketing Summit; moderating the Gaming track at Digimax, the country's premier Digital Marketing Summit; and a Cannes Lions Live session on Gaming and its many brand opportunities. He has served in the jury of the most prestigious international and local award shows: from the New York Festivals, to ADFEST, ADC Awards, Spikes Asia, APAC Effies, MAD Stars, Creativepool Annual, as well as the Kidlat and the Boomerangs. Rey is also a recipient of the Alumni Achievement Award given by his alma mater, the Quezon City Science High School, on its 51st Anniversary.

Hardcore gamer, columnist, musician, comic book enthusiast, and relentless collector, Rey keeps himself immersed in platforms by creating content. He releases original music online through his bands: Mistula, the Philippines' first and only virtual band; and Pork & Bean, an experimental kid-pop duo he formed with his daughter, Bean. He also launched the first-ever podcast on Gaming and Parenting called "Keri Kita" with his wife. Rey is the creator and founder of "Game On", the first and only industry column / portal of its kind with all-original content on Gaming X Marketing, which tackles the intersects between the gaming and the marketing worlds.

AWARDS

2023-2024

Spikes GRAND PRIX x 2 • Gaming, Brand Experience
MAD Stars GRAND PRIX of the Year • Gaming
ONE Asia BEST IN DISCIPLINE x 3 • Gaming
Kidlat GRAND PRIX x 3 • Gaming, Social, Experience
Boomerangs BEST OF SHOW • Gaming
Cannes Lions Silver, Bronze • Gaming
Spikes Gold x 2, Silver • Media, Brand Experience
Adfest Gold x 2 • Gaming, Direct
Clio Silver, Bronze x 2 • Gaming, Direct
Adfest Silver • Brand Experience
Kidlat Gold x 4 • Gaming, Social, Innovation, Exp

2018-2022

Campaign Asia Digital Agency of the Year Silver
Spikes Asia Bronze • Audio, Performance
Kidlat Awards Gold • Audio Craft
Kidlat Awards Silver x 4 • Digital, Audio, Ecommerce
Kidlat Awards Bronze x 8 • Audio, Creative Tech
Boomerang Awards Silver x 3 • Ecommerce, Gaming
Boomerang Awards Bronze x 2 • Ecomm, Gaming
Adobo Design Silver • Sound Design
Adobo Design Bronze x 2 • Outdoor

2014-2017

Campaign Asia Agency of the Year Gold
Cannes Lions Shortlist x 5 • Outdoor
Boomerang Awards Gold • Digital
Boomerang Creative Excellence • Digital
Boomerang Awards Silver • Digital
Kidlat Awards Best of Show • Integrated
Kidlat Awards Gold • Digital
Kidlat Awards Bronze x 3 • Outdoor
Adobo Design Awards Best of Show • Outdoor
Adobo Design Awards Bronze x 3 • Outdoor

2001-2013

Cannes Lions Silver • Outdoor
Cannes Lions Bronze • Film
Cannes Lions Shortlist • Outdoor x 2
LIA Silver, Bronze • Film, Outdoor
LIA Silver, Bronze x 2 • Film
Clio Silver • Film
Spikes Gold, Silver x 2 • Film
Spikes Silver x 3, Bronze x 2 • Press, Outdoor
AWARD 7 Bronzes • Film, Press
D&AD In-Book x3 • Film, Press
One Show Bronze, Shortlist • Film, Outdoor
Adfest Gold, Bronze • Film, Outdoor
AdStars Silver x 3, Bronze x 2 • Film, Outdoor, Radio
The Gunn Report Top 50 • Press
Kidlat Gold, Silver x 4, Bronze x 2 • Film, Press,
Outdoor Tinta Grand Prix, Gold • Press
Araw Gold x 4, Silver x 4, Bronze x 6 • Outdoor, Radio
AdStars Gold, Silver x 2 • Press
Adfest Bronze x 2 • Outdoor
Kidlat Silver x 5, Bronze x 11 • Press, Outdoor, Radio

WORK EXPERIENCE

2021-2024

Founder, Chief Creative • Co-Op Play
Head of Creatives • Digitas
Founder, Creative Gaming Specialist • Game On
McDonald's Wyeth, Abbott, TikTok, Disney

2017- 2021

Chief Creative Officer • VMLY&R Philippines
Caltex, Ford, Colgate Palmolive, Facebook

2014 - 2017

Executive Creative Director • Dentsu Jayme Syfu
Toyota, Uniqlo, Nestle, Unilever, Jollibee, Yamaha

2009 - 2014

Creative Director • BBDO Guerrero
Bayer, FedEx, Pepsi, Johnson & Johnson, Quaker

2008 - 2009

Associate Creative Director • BBDO Guerrero
Pepsi, Bayer, Fedex, Gillette, Fonterra, Mitsubishi

2006 - 2008

Senior Copywriter • BBDO Guerrero
Pizza Hut, Pepsi, KBP, Splash, Mitsubishi

2002 - 2006

Copywriter • Leo Burnett Manila
McDonald's, P&G, Diageo, General Motors

1999 - 2002

Junior Copywriter • Basic Advertising
Jollibee, Greenwich, Chow King, Unilab

JURY DUTY

ADFEST • 2024, 2016
APAC Effies • 2024 - 2018
ADC Awards • 2023
MAD Stars • 2019
Spikes Asia • 2018
Boomerang • 2024, 2023, 2022, 2018
New York Festivals • 2016
Adobo Creative Liaisons • 2019, 2016
Kidlat Awards • 2023, 2019, 2017, 2015

INDUSTRY ENGAGEMENT AND OTHERS

ADFEST Talk on Gaming X Marketing • 2024
Digital Summit Sri Lanka, Gaming speaker • 2024
"Keri Kita" podcast on Gaming+Parenting • 2024
Cannes Lions Live speaker on Gaming • 2020
"Game On" Adobo Magazine Columnist on
Gaming and Marketing • 2022 to present
Creative Guild President • 2020
Alumni Achievement Awardee
QC Science High School, 51st Foundation