

REY TIEMPO

Creative Head | Gaming Specialist

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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 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.

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 across the Asia Pacific and beyond, and serving as jury member in the most prestigious international and local award shows: from the London International Awards, to New York Festivals, ADFEST, ADC Awards, Spikes Asia, APAC Effies, MAD Stars, Creativepool Annual. 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 launched the first-ever podcast on Gaming and Parenting called "Keri Kita" with his wife, a fellow hardcore gamer and industry leader. 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. He also recently launched The In-Game Ads Awards, the only awards of its kind in the advertising industry that celebrate entirely fictional ads for entirely fictional brands within video game worlds, judged by an esteemed panel of real-world, globally recognized creative leaders.

AWARDS

2023-2025

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
Kidlat Bronze • Esports

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

2024 - present

Chief Creative Officer • Minotaur
Chief Creative • Co-Op Play
Founder, Creative Gaming Specialist • Game On

2021-2024

Head of Creatives • Digitas

2017- 2021

Chief Creative Officer • VMLY&R Philippines

2014 - 2017

Executive Creative Director • Dentsu Jayme Syfu

2009 - 2014

Creative Director • BBDO Guerrero

2008 - 2009

Associate Creative Director • BBDO Guerrero

2006 - 2008

Senior Copywriter • BBDO Guerrero

2002 - 2006

Copywriter • Leo Burnett

JURY DUTY

London International Awards • 2025

ADFEST • 2024, 2016

APAC Effies • 2025-2018

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

Young Kancils • 2024

One Show Portfolio Review • 2020, 2024, 2022

INDUSTRY ENGAGEMENT AND OTHERS

South by Southwest (SXSW) Session • 2025

ADFEST Talk on Gaming • 2025, 2024

Digital Summit Sri Lanka, Gaming speaker • 2024

The Kancils Speaker and Jury • 2024

Beijing 4AS 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