

ABOUT THE WORKSHOP

With over 3 billion gamers worldwide, gaming has become a dominant cultural force.

Rey Tiempo – hardcore gamer, columnist, and Creative Gaming Specialist – shares insights from building Co-Op Play, the Creative Gaming ecosystem agency, where he is Founder and CCO. He will unveil practical, replicable Creative Gaming frameworks that help brands integrate authentically into gaming platforms.

More importantly, his session will delve into this latest genre-bending work that crosses creative boundaries and meta-narratives – The In-Game Ads Awards: a fusion of Gaming Content, Creative PR, Creative Media, Strategy, and Publication.

The In-Game Ads is the ultimate expression of “Humans+” – adding very human, real-world advertising creative flair, judgment, and standards to an otherwise all-virtual world of video games. It highlights the industry’s inherent drive for creative excellence, powered by shared values of competitiveness, harnessed to produce groundbreaking gamification work.

With previous top creative leaders serving as judges, among them: Tay Guan Hin, APAC Regional Director for The One Club for Creativity; and Valerie Madon, CCO McCann Worldgroup APAC – workshop attendees will now get the chance to judge a fresh new batch of fictional ads from video games, all live and for the first time ever in Asia, right here at ADFEST!

ABOUT THE SPEAKER

Rey Tiempo

Chief Creative Officer
Co-Op Play, Manila

Rey Tiempo is a multi-awarded Chief Creative Officer and Creative Gaming Specialist.

A prolific Gaming columnist, he is the creator of Game On, the industry’s only column and portal dedicated to Gaming X Marketing. He is a sought-after global thought leader, mentor, and speaker, representing the Philippines and leading Gaming conversations on the most prestigious stages across Asia and around the world.



Rey was most recently recognized as a Top 100 Global Creative Leader of the Year candidate by Creativepool. With more than twenty years of experience in the world's largest global and local advertising networks, Rey has been ranked as the number one Creative Director in the Philippines and has consistently placed among the top creatives in Asia Pacific. His body of work has been recognized in the most prestigious local and international award shows, where he also serves regularly as a jury member.

Rey has been invited as one of only two Philippine representatives to the China 4A Global Advisory Board, joining select industry leaders from China, Singapore, Malaysia, Japan, Korea, the Middle East/UAE, and Europe. He also previously served as President of the Creative Guild of the Philippines, where he spearheaded the launch of CreativeFest NOW! – the country's first-ever all-online creative festival, uniting some of the biggest names in global advertising and creative disciplines.

SCHEDULE

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| Date: | Friday 20 March 2026 |
| Time: | 10.00-11.00 |
| Venue: | Room Pattaya 3, Mezzanine Floor, PEACH |
| Remark: | Pre-registration is required |

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2026
- To register, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive confirmation from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to **only 30 delegates**

For more information, contact Workshop@ADFEST.com

