



RM 15 Wins Daytime Emmy

06.28.2022

In its first year of operation, Garen van de Beek and Lori Shefa's RM 15 Creative scored a Daytime Emmy win for its season launch spot for stalwart magazine strip, Entertainment Tonight.

Using the theme, "Treat Yourself," the campaign featured ET anchors Kevin Frazier and Nischelle Turner sharing ice cream and gossip with visitors to their colorful treat truck, which just happened to be playing a tinkling version of Entertainment Tonight's well-known theme song. The award was given during the Creative Arts Emmy Awards on Friday, June 18.

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Frazier and Turner emceed the Daytime Emmys, which aired in primetime on Friday, June 24, and Entertainment Tonight was named best entertainment news program during the live telecast on CBS.

"We are so happy and grateful for our CBS Media Ventures partners who took a chance on our new agency to re-launch these iconic daytime hits. Even though we've been in the entertainment marketing business for over 25 years, when you start something new, it's incredibly validating to receive this kind of recognition," said van de Beek and Shefa in a statement.

RM 15 also was nominated for a campaign created for CBS Media Ventures' leading talk strip, Dr. Phil.

Van de Beek and Shefa started RM 15 Creative - named after the office the two shared while working together at CBS for 25 years - in fall 2020 as the pandemic was still raging.

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