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## Best Brands Italy 2019: the ceremony award will be organized by Atelier Esse

**Best Brands 2019**, the ceremony awarding the Italian brands of excellence, will be organized for the 5<sup>th</sup> consecutive year by Atelier Esse, founded by Daniela Serrati.

A great satisfaction organizing the award ceremony of **Best Brands**, the research promoted by GfK and Serviceplan measuring the brands by combining the data of economic performances with their appeal in the perception of people (share of soul) through 4,500 direct interviews. The event, strictly by invitation, will be held on **November 20**, in Milan at the **RAI studios** and will be concluded at **Officine del Volo** with a gala dinner, assigned to the excellent service of **Caffe Scala Banqueting**.

During the night, led by **Filippa Lagerback**, will be awarded several prizes: **Innovation Award**, **Best Corporate Brand**, **Best Product Brand**, **Best Growth Brand** and added this year the **Best Digital Life Brand** to reward those who have been able to stand out themselves in the digital world too.

Atelier Esse organize a lot of events, but **Best Brands** is a real "jewel in the crown" for the prestige of the event and of the guests that participate every year: over the years, leading brands have been awarded on the stage, like Ferrero, Mulino Bianco Barilla, Huawei, Ferrari, Samsung, Lego, Galbusera, Coca-Cola.

This event kept our society busy for about one year in order to carefully define all details that makes this Night Award a great success. Set-up, catering, transfers, sounds, lights, floral decorations, are just some of the services that Atelier Esse manages. Organizing **Best Brands** is not only a source of pride for the important successes of Italian entrepreneurship but also it represents the opportunity to reinvent the same event from year to year, colouring it with new nuances.

**Atelier Esse**, founded by **Daniela Serrati**, is an agency-boutique for organizing exclusive events at the service of companies. Its mission is to combine originality and concreteness, creativity and problem solving to satisfy and fulfil customers' wishes at all events, from conventions to incentive travel, from team building to product launch or gala dinner.

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