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PARTNERS

Best Brands 2019: the 5th successful edition

For the fifth year running, **Atelier Esse** has been entrusted with the organisation of **Best Brands**, the Award Ceremony that recognises the top Italian brands.

The unmissable event, sponsored by **Serviceplan Italia**, was held on 20 November 2019 at the Officine del Volo and Studi Rai in Via Mecenate in Milan. It was attended by over 400 guests, including CEOs and Managers of the most important multinationals operating in Italy. The award ceremony, which was organized to showcase the excellence and initiative of the brands that have managed to win over Italians this year, was presented for the fifth year running by Filippa Lagerback, who has become a symbol of this highly anticipated event. In between the presentations of the numerous awards, Raphael Gualazzi, who gained renown after winning the Youth category at the Sanremo Festival in 2011, masterfully played a parlour grand piano, while Oblivion, a very talented choral quintet, gave performances that brought laughter and joy to the studios.

During the evening, Filippa Lagerback, supported by a female model and a male model from Atelier Esse's staff, announced the winners: **Best Corporate Brand 2019**, won by Ferrero; **Best Product Brand 2019**, won by Coca-Cola; **Best Growth Brand 2019**, won by JBL and **Best Digital Life Brand 2019**, awarded to Amazon.

The **Innovation Award**, which was introduced this year, went to **Satispay**, one of the most popular mobile payment services in Italy, which in 2019 represented innovation in terms of both ideas and actions.

After the award ceremony, the 400 guests ended the delightful evening at the Officine del Volo, enjoying the dinner prepared with the excellent service of Caffè Scala, the leading Italian banqueting company, featuring products offered by Pasta Armando and Caffè Kimbo and the indispensable Mionetto sparkling wines.

Atelier Esse was responsible for handling every detail of the event (from the floral decoration to the lighting effects, transfers for VIP guests, catering, the photography service and video mapping), coordinating and supervising suppliers and staff, and creatively setting up the stand for Pasta Armando, the evening's main sponsor.

To discover more, visit www.atelieresse.com

CONTACT

atelieresse@atelieresse.com