



The 2019 Best Brands Italy ceremony award will be organized by Atelier Esse

📅 October 2019



Daniela Serrati, founder of Atelier Esse, will organize for the 5th consecutive year the Best Brands ceremony awarding the Italian brands of excellence

Great satisfaction in Atelier Esse for the confirmation for 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 the soul) through 4,500 direct interviews.

The event, strictly by invitation, will be held on November 20, 2019, in Milan at the RAI studios and will be concluded by a gala dinner.

Prizes: Innovation Award, Best Corporate Brand, Best Product Brand, Best Growth Brand to which this year it has been added the Best Digital Life Brand to reward those who have been able to distinguish themselves also in the digital world.

Daniela Serrati, CEO of Atelier Esse, says about this important task: “Also this year Giovanni Ghelardi, CEO of Serviceplan Italia, confirmed Atelier Esse, a company I founded in 1996, for the organization of the fifth edition of the Italian Best Brands ranking.

We organize a lot of events, but I have to say that Best Brands is a real “jewel in the crown” for the prestige of the event and of the guests that participate every year.

The event has kept us busy for about one year in order to carefully define all details that make this Night Award a great success.

Set-up, catering, transfers, sounds, lights, floral decorations, are just some of the services we manage. They have to ensure that our 400 guests, Managing Directors, and Presidents of important Italian companies, may live this Gran Galà at the best.

Over the years, just to mention someone over the awarded brands: Ferrero, Mulino Bianco

Barilla, Huawei, Ferrari, Samsung, Lego, Galbusera, Coca-Cola...

Organizing Best Brands is not only a source of pride for the important successes of Italian entrepreneurship but also it represents for us the opportunity to **reinvent the same event from year to year, coloring 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 fulfill customers' wishes at all events, from conventions to incentive travel, from team building to product launch or gala dinner ...



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