

Italian Consultancy of the Year: Edelman

Edelman derives more of its EMEA region revenue—around €5.4 million, or slightly more than 10 percent—from Italy than most of its competitors, and has established itself as a significant, top five agency in the market, with strength in both corporate and consumer. Managing director Fiorella Passoni has been with the firm since 1991 and has been general manager since 2001, providing impressive stability at the top of the operation, which counts among its clients big names such as Nestlé, Microsoft, Luigi Lavazza, Roche, P&G, and Danone. The firm grew by close to 10 percent last year despite a difficult environment, with new business from Lottomatica, Roche, Mercedes, Mediobanca, and Old Mutual.