



CASE STUDY

Tessalia

How Parker Madison named Europe's first advanced semiconductor packaging venture in less than six weeks, leveraging LucidifyPro—our proprietary brand diagnostic tool—to unite three global organizations across three languages.

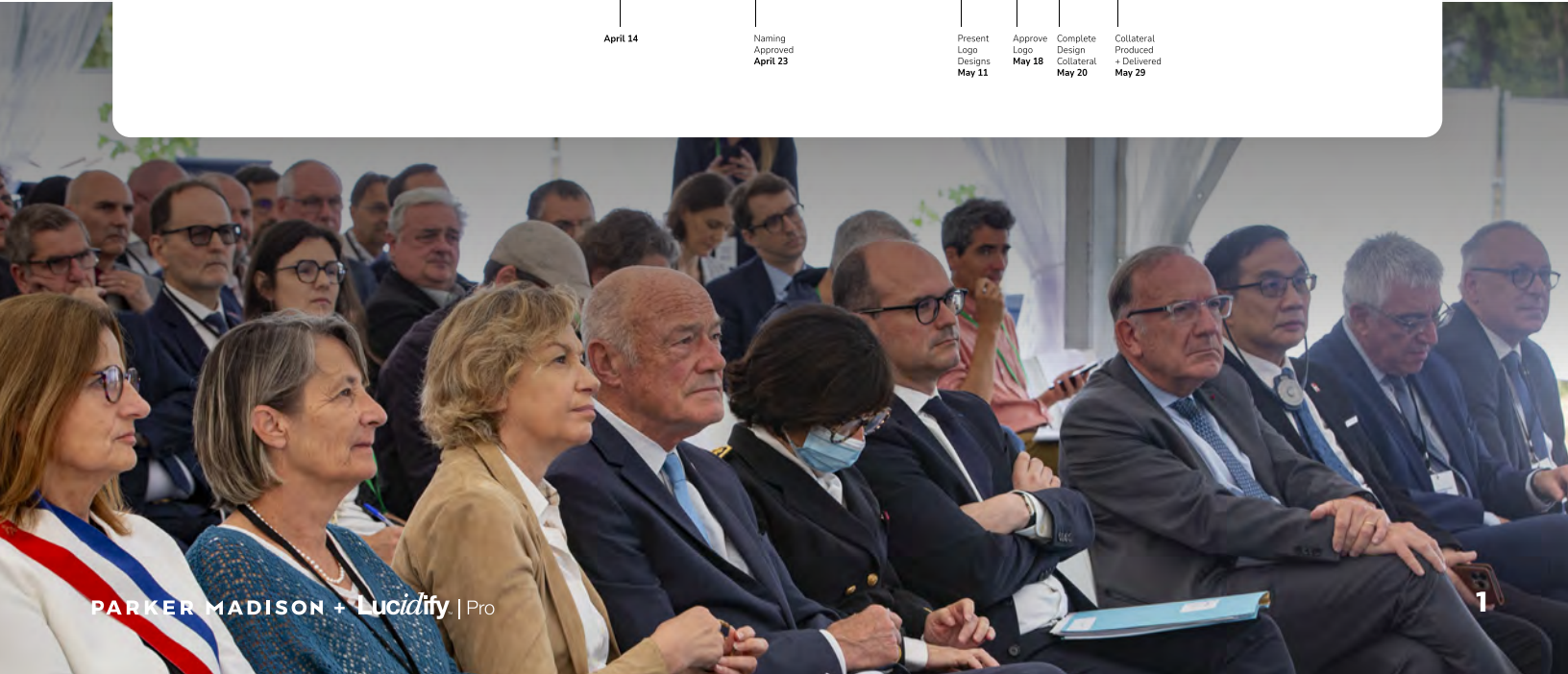
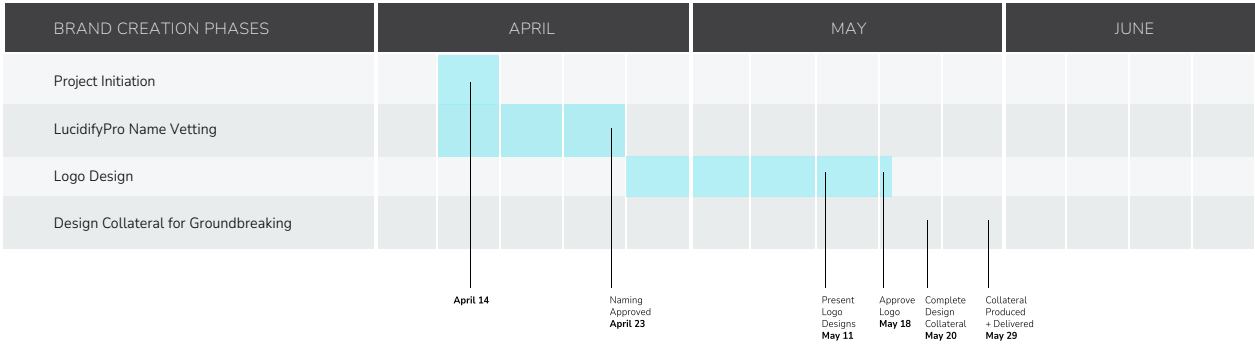
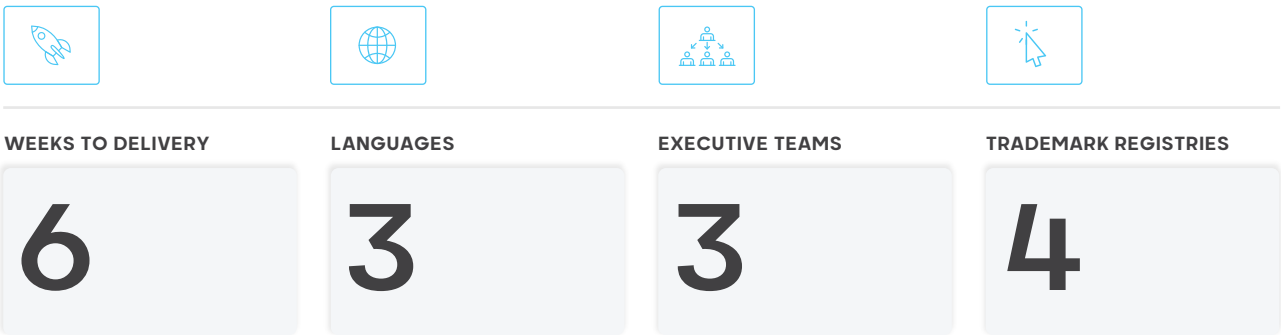
Q: What does a 4th-century mosaic tradition, have to do with Europe's first semiconductor packaging facility?

A: It named it.

Joint Venture

Tessalia Technology SAS is a joint venture between Thales, Foxconn, and Radiall to establish Europe's first advanced semiconductor packaging and testing facility at Le Barp in the Nouvelle-Aquitaine region of southwestern France. Projected investment exceeds

250 million euros. Production begins in late 2029, targeting more than 50 million System in Package (SiP) components per year by 2033 for aerospace, defense, space, and medical applications.



The Challenge

Unite three executive leadership teams, spanning two national cultures and three languages, around a name that meets defined legal, industry, and consumer standards—all within six weeks.

Joint ventures pose a unique challenge: no single entity owns the decision-making process.

Every creative option must satisfy stakeholders with different corporate cultures, past experiences, and market perceptions.

In a traditional agency process, this dynamic leads to either a lowest-common-denominator compromise or deadlock.

LUCIDIFY PRO

Parker Madison deployed LucidifyPro, its proprietary AI-powered brand signal tool. Unlike a name or creative generator, LucidifyPro serves as a signal-strength index, quantifying 7 brand name factors and 16 supporting data points. This empowered leadership with shared, data-driven insights, transforming subjective opinions and personal biases into evidence-based decision-making.

LucidifyPro provided two key benefits that a traditional process could not:

- 1. A shared evidence base:** Metrics are language-neutral and clearly defined. Each executive team evaluated options using identical criteria, replacing competing preferences with a common analytical framework.
- 2. Weighted for institutional fit over disruption.** In aerospace and defense procurement, the brand that belongs to the register of its peers outperforms the brand that presents as something new. LucidifyPro's scoring was calibrated accordingly: trust and credibility ranked above other core factors.



 **Lucidify** | Pro

Tessalia
(tess-AH-lee-ah)

SCORE: 76

ROOTS

Tessella (tile, modular unit) + -alia
(classical/place-based institutional suffix)

The Name

Tessalia takes its name from "tessella," the basic unit of a Roman mosaic: a small, precisely cut piece fitted perfectly alongside others to create a whole greater than the sum of its parts. This principle mirrors the essence of System-in-Package technology and joint ventures alike. The name embodies both the technological foundation and the spirit of partnership,

while remaining clear and meaningful in French, English, and Mandarin.

The Aquitaine school of mosaics refers to a recognized 4th-century tradition originating in Gallia Aquitania, the Roman province that corresponds to today's Nouvelle-Aquitaine. The facility stands on this historic ground. The name honors that legacy.



June 1, 2026

In a mosaic, the power comes from the assembly. In semiconductor packaging, the power also comes from the assembly.

Sébastien Martin | Minister Delegate for Industry, France

The rationale for the name was embedded in the communications prepared for the groundbreaking ceremony. The French Minister Delegate for Industry delivered it from the podium as the official government narrative, in front of the international press, from project brief to government announcement in record time.

THE OUTCOME

DELIVERED	Naming, trademark clearance (4 registries), visual identity
TIMELINE	6 weeks, kickoff to groundbreaking ceremony
TRADEMARK CLEARANCE	INPI (France), EUIPO (EU), USPTO (US), CNIPA (China)
LANGUAGES	French, English, Mandarin
CEREMONY	June 1, 2026. 130 guests. French Minister Delegate for Industry. International press.
PRESS	La Tribune, Le Figaro, Il Sole 24 Ore, Taiwan News, EuropaWire, Digitimes, Commonwealth Magazine

The Mark

The stem of the Tessalia T tapers to a fine point—a detail that goes beyond aesthetics. This design instantly signals miniaturization and precision, echoing the core technical requirements of System-in-Package (SiP) manufacturing, where components are measured in microns.

The crossbar of the T floats just above the wordmark, creating a visual separation that suggests layering. In SiP technology, layering is fundamental: dies are stacked, components are embedded, and the performance of the package depends on interactions between those layers. The logo translates this invisible process into a single, striking letterform.

Lastly, the same form encodes the French handwritten numeral 1, drawn with a distinct upstroke and capped stem—a shape that closely mirrors the modified T. As an abstraction of that character, Tessalia represents Europe's first advanced semiconductor facility of its kind. The T carries this declaration quietly yet confidently.



**Three readings.
One mark. Each one
earned by what the
facility actually does.**



Designed to perform at every scale the venture will inhabit.



If this is your challenge

Multi-stakeholder brand decisions fail for predictable reasons: competing preferences without a shared framework, insufficient data to substantiate brand adjustments, and results that pander to the boardroom but ignore the market. Parker Madison is built to address these challenges with LucidifyPro—the science behind perception.

LucidifyPro is exclusive to Parker Madison consulting engagements.

CONTACT PARKER MADISON

Mark Godfrey

602.254.2440
mark@parkermadison.com

Steve Evans

602.254.2440
steve@parkermadison.com

parkermadison.com