



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.

"The power comes from the assembly."

Sébastien Martin | Minister Delegate for Industry, France. June 1, 2026.

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

ANSWER: It named it.



Le Barp
Nouvelle-Aquitaine, France

Executive Summary

Thales, Foxconn, and Radiall enlisted Parker Madison to create the name and visual identity for a groundbreaking joint venture: Europe's first advanced semiconductor packaging and testing facility, located in Le Barp, Nouvelle-Aquitaine, France.

The project was defined by a strict deadline: a public groundbreaking ceremony on June 1, 2026, aligned with the Choose France presidential investment summit. The entire scope—including naming, trademark research, and visual identity—was completed within six weeks.

The primary challenge was structural rather than creative. Three organizations with equal authority and distinct corporate cultures, further complicated by three languages and diverse cultural dynamics, needed to reach consensus on a single name and mark. Parker Madison's proprietary AI brand diagnostic platform, LucidifyPro, gave stakeholders a shared, data-driven framework for evaluation, replacing subjective preferences with analysis across 7 key dimensions and 16 supporting data points.

The outcome: Tessalia Technology SAS. A name inspired by tessella, the fundamental unit of Roman mosaics, directly reflects the venture's technology, where System-in-Package components are precision assemblies akin to mosaics. It also honors the region's geographic and cultural legacy; the Aquitaine school of mosaics, reaching back to the Roman age, arose in the very landscape where Tessalia aims to redefine European technological sovereignty. Both emanate from assembling small, precise elements within a structured grid to create something greater than any single part.

At the groundbreaking ceremony, French Minister Delegate for Industry Sébastien Martin highlighted this parallel from the podium, presenting it as the official government narrative to the international press, and launching the story of a new brand.

Executive Summary

VENTURE

Tessalia
Technology SAS



PARTNERS

Thales (France)
Foxconn (Taiwan)
Radiall (France)



FACILITY LOCATION

Le Barp, Nouvelle-Aquitaine,
France

SECTOR

OSAT
(Outsourced Semiconductor
Assembly and Testing)

OUTPUT TARGET

50 million+ SiP
components per
year by 2033

INVESTMENT

Exceeding 250 million euros

EMPLOYMENT

Up to 800 people
at full capacity



DIAGNOSTIC FRAMEWORK

Diagnostic Tool: LucidityPro

Naming:

- 7 primary factors
- 16 supporting data points

Visual Identity:

- 15 primary factors
- 30 secondary data points
- 32 supporting data points

ENGAGEMENT SCOPE

- Naming
- Trademark research
(4 registries)
- Visual identity

PARKER MADISON TIMELINE

6 weeks from project kick-off to delivery

FACTORY PRODUCTION START

Late 2029



The Venture

Tessalia Technology SAS establishes Europe's first major, advanced Outsourced Semiconductor Assembly and Testing facility. The initiative addresses a critical gap in Europe's semiconductor supply chain, which has traditionally depended on Asia for back-end chip packaging and testing.

This marks a significant advancement toward doubling Europe's global semiconductor market share to 20% and bolstering the continent's technological sovereignty. Although Europe excels in chip design and front-end fabrication, it has lacked back-end packaging

capabilities. Tessalia's facility enables the entire chip production lifecycle to take place in Europe, fulfilling a core mandate of the European Chips Act.

Additionally, the project supports Europe's most sensitive and critical industries, including aerospace, defense, telecommunications, automotive, and medical technologies.

By consolidating fragmented global supply chains into a unified, integrated system, this initiative reduces shipping cycle times and significantly lowers the carbon footprint of semiconductor production.

Founding Partners

THALES

THALES

A leader in "deep tech" integration with extensive regulatory expertise and significant relationships across global defense and aerospace markets, delivering mission-critical systems.

FOXCONN



The world's largest electronics contract manufacturer, and a pioneer of the electronics manufacturing services (EMS) model. Recognized for their unmatched Speed and Scalability.

RADIAL



A premier global manufacturer of high-performance interconnect components and a trusted partner to industries that demand flawless data transmission in harsh environments.

The Challenge

Unifying three executive leadership teams across two national cultures and three languages, around a single name that meets legal, industry, and consumer standards. All within six weeks; a formidable task. Joint ventures bring a distinct complexity: no single entity controls the decision-making, and there is no shared aesthetic legacy or institutional identity.

Every proposal must appeal to stakeholders with diverse corporate cultures, histories, and market perspectives. In a conventional agency process, these dynamics often result in either a bland compromise or total deadlock—an irreparable setback given a six-week timeline.

THE SPECIFIC CHALLENGES ON THIS ENGAGEMENT:

3

TEAMS

Three executive leadership teams across two national cultures, French and Taiwanese, needed to align on a single name and visual system.



3

LANGUAGES

The name had to be clear, pronounceable, and carry no negative connotation in French, English, and Mandarin simultaneously.



4

REGISTRIES

Trademark clearance was required across France (INPI), the European Union (EUIPO), the United States (USPTO), and China (CNIPA).



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CONTEXTS

The brand had to signal relevance and understandability across industrial partners, investor communications, and the international press.



6

WEEKS

The timeline was not flexible or negotiable; the groundbreaking date had already been set.



The Process

MAPPING DIVERGENCES PRIOR TO CREATIVE DEVELOPMENT

Parker Madison deployed **LucidifyPro**, its proprietary AI-powered brand signal tool. Unlike a name or creative generator, LucidifyPro is a signal-strength index that quantifies perception risks. After meeting with each partner organization to identify where their priorities aligned and diverged, LucidifyPro provided each executive team with a common language for evaluating options before they existed.

The analysis revealed that all three groups prioritized technical credibility and long-term institutional authority. However, they differed in the emphasis they

placed on innovation signaling within the identity hierarchy. Recognizing this divergence early enabled the creation of an identity that anchors innovation in precision, rather than placing it at the forefront.

While distinction and uniqueness are valued in consumer branding, aerospace and defense procurement favors brands that fit established norms. Trust and credibility were therefore prioritized over differentiation—not because differentiation lacks importance, but because Tessalia's environment rewards institutional fit over novelty.



 **Lucidify** | Pro

Tessalia
(tess-AH-lee-ah)

SCORE: 76

ROOTS

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

NAMING

Every naming option was evaluated across multiple data points. These measures revealed critical points regarding market perception:

1. **Comprehension:** how clearly and consistently the name is understood across audiences
2. **Credibility:** what the name signals about institutional authority and staying power
3. **Cultural resonance:** how the name lands in each of the three target cultural contexts
4. **Phonetic clarity:** how the name behaves when spoken in French, English, and Mandarin

The factor-level analysis explains why perception is being shaped in a particular way and identifies what would need to change if the answer were different. This granular context provided each team with substantive data to frame decision-making rather than relying simply on personal intuition.

VISUAL IDENTITY

The logo and visual identity system were evaluated across sixteen factors and thirty-two data points, covering legibility, institutional register relative to the competitive set, cultural alignment across target

markets, and performance across environments such as industry documentation, facility signage, digital platforms serving European and Asian markets, and executive communications.

TRADEMARK CLEARANCE

During the internal review process, a potential conflict with an existing holding in one partner's portfolio was identified and addressed early. The naming process continued on schedule as trademark clearance ran in parallel with naming development across four registries. This parallel approach compressed the timeline without sacrificing research.

MULTI-STAKEHOLDER CONTEXT

LucidifyPro is often deployed to evaluate an existing name, logo, or identity system. In this engagement, the three-partner structure asked for something additional. With executive leadership teams from three organizations simultaneously reviewing options, the framework served as a shared evidence platform. A documented, language-neutral basis for decision-making that served as a foundation for each organization.



From Tessella to Tessalia

THE NAME

Tessalia derives its name from "tessella," the fundamental unit of a Roman mosaic: a small, meticulously crafted piece that fits seamlessly with others to create a whole greater than the sum of its parts.

This concept parallels the core of System-in-Package (SiP) technology and of joint ventures themselves. SiP manufacturing brings together discrete elements—dies, sensors, antennas, and passive components—with micron-level precision, forming a unified system that surpasses what each element could achieve on its own.

The name captures both the technological underpinnings and the collaborative spirit of the venture. Three distinct organizations come together, each contributing unique value to form a coherent whole. In this way, Tessalia is as much a description of the partnership as it is its name.

THE AQUITAINE CONNECTION

The tessellation analogy was central to the naming rationale, rooted in the comparison between the SiP approach and the art of mosaic assembly. The hallmark of the Aquitaine school is its arrangement of individual pieces within a grid, forming repeating tessellations—a visual logic that echoes the System-in-Package model.

The Aquitaine school of mosaics is a recognized 4th-century tradition from Gallia Aquitania, the Roman province that now corresponds to the region of Nouvelle-Aquitaine. The facility is situated on this historic ground, and the name pays tribute to that heritage. Several surviving mosaics from the Aquitaine school can be found within driving distance of Le Barp.



Villa de Séviac (Montréal-du-Gers)

- **Villa Gallo-Romaine de Plassac (near Bordeaux):** surviving floor mosaics in the Aquitaine school style, museum on site
- **Villa de Seviac (Montreal-du-Gers):** the most complete surviving example of the tradition, a 6,500 square meter late-Roman palace with polychrome geometric carpet mosaics
- **Villa Gallo-Romaine de Montcaret:** surviving floor mosaics, open to visitors

The naming rationale and its connection to the regional mosaic tradition were expressed in official communications for the groundbreaking ceremony, including the remarks of the Minister Delegate for Industry.

The concept traveled from the naming brief to the welcome address, delivered as the official government narrative for the project in front of international press from four countries.

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

CROSS-LANGUAGE PERFORMANCE

Tessalia was scored across French, English, and Mandarin simultaneously. LucidifyPro applied explicit correction for Anglophone bias in the scoring, weighting the Mandarin and French assessments independently from the English baseline.

- **French:** reads as Latinate and institutional, consistent with the naming register of other industrial leaders, including Safran, Thales, and Ariane
- **English:** clean, pronounceable, no negative phonetic associations
- **Mandarin:** phonetically neutral with constructive connotations in the context of European advanced manufacturing



Sébastien Martin | Minister Delegate for Industry, France

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.

The Outcome

Over 130 distinguished guests attended the event, including the Minister Delegate for Industry, the Prefect of Gironde, the President of the Nouvelle-Aquitaine Region, members of the European Parliament, senior defense executives, supply chain leaders, and representatives from the international press.

The Tessalia brand was officially unveiled during the groundbreaking ceremony on June 1, 2026, at Le Barp. The project's impact was clear, as government officials spontaneously echoed the signals embedded in the new identity, and three industry leaders stood together, united behind a name they each felt a deep connection to. This spirit of camaraderie, evident throughout the event, demonstrated the authentic alignment achieved through the collaborative process.

The brand launch attracted wide media coverage across Europe and Asia, placing both Tessalia and its story in the spotlight.

PRESS COVERAGE

- **La Tribune** (France)
- **Le Figaro** (France)
- **Il Sole 24 Ore** (Italy)
- **Taiwan News** (Taiwan)
- **EuropaWire** (EU distribution)

The goal was never to produce a name that three executive teams would approve. It was to produce a name that three executive teams would each feel they had discovered.

[Mark Godfrey](#) | Parker Madison

LE FIGARO

LA TRIBUNE

Il Sole 24 ORE

Taiwan News
台灣英文新聞
VOICE OF THE PEOPLE - BRIDGE TO THE WORLD
ESTABLISHED IN 1949

DIGITIMES

EUROPAWIRE

 **The Commonwealth**

What LucidifyPro Made Possible

LucidifyPro empowered leaders from three industry leaders with shared, data-driven insights, transforming subjective opinions and personal biases into evidence-based decision-making that provided key benefits:

COMPRESSED SCHEDULE

Naming and identity projects involving multiple stakeholders lag not because of creative challenges but because of subjective negotiations. Without a shared analytical framework, these processes are challenging. LucidifyPro introduces documented analytics into the decision-making process and streamlines schedules.



ALIGNMENT

The risk in any creative process with multiple stakeholders is a result that no one fully owns. When people approve a name solely to meet a deadline, the result is fragile and easily challenged. In contrast, with LucidifyPro, approval is evidence-based, with a shared understanding of the rationale, ensuring solid alignment.



INSTITUTIONAL CREDIBILITY

Brands built on subjectivity and leaders' personal preferences don't always align with market perceptions of industry norms. LucidifyPro fosters business intelligence, not subjective taste, to shape brands that consistently perform because their underlying fundamentals are clear and relevant.



About Parker Madison

Parker Madison is an Arizona-based brand strategy firm specializing in complex, multi-entity brand architecture projects. The firm partners with enterprise clients in the technology, industrial, and digital health sectors. Its proprietary AI-powered tool, LucidifyPro™, analyzes market signals to identify where brands can build confidence, pricing power, and enterprise value.

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