

STEFANIE *Santos* MCLEESE

CORPORATE COMMUNICATION | BRAND STRATEGY | FACILITATION



BEYOND MARKET ENTRY: BUILDING A BRAND THAT RESONATES IN THE U.S.

The Data + Culture Equation

Doing Business in the USA: A Program for Foreign Companies - Romania
November 18, 2025 | Consulate General of Romania, Chicago



SUCCESS IN THE U.S. IS ABOUT STORYTELLING THAT SELLS.

We'll explore brand strategy as an integrated, operationalized system to deliver consistent messages and experiences that build brand equity over time.

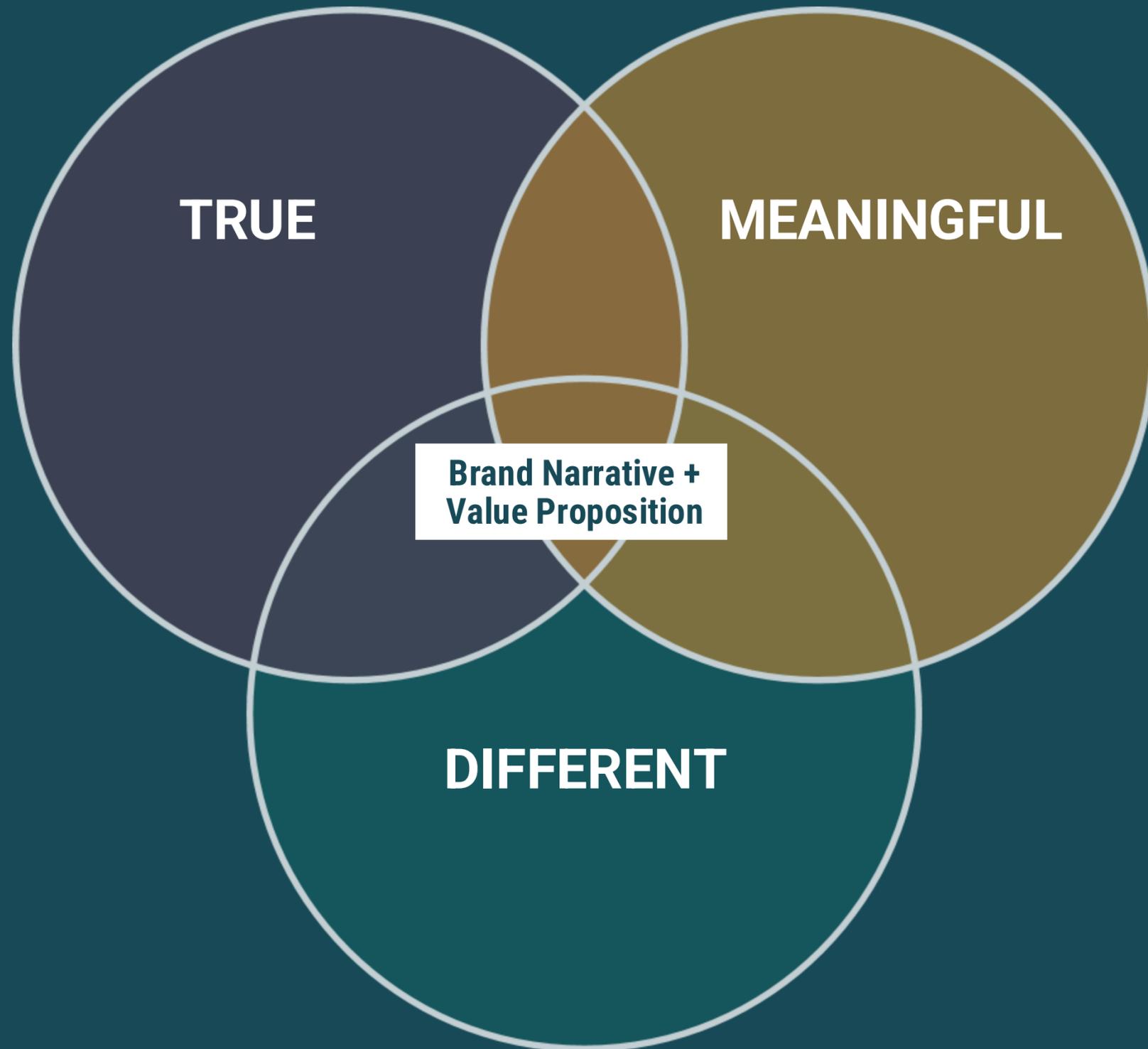
THREE FRAMEWORKS

- TMD: True, Meaningful, Different
- 4BD: Four Brand Dimensions
- PESO Media Model: Paid. Earned. Shared. Owned.

DATA + ETHOS + STRATEGY = BEHAVIORAL IMPACT.

Build brand equity through consistently delivered brand experiences. **LIVE. YOUR. BRAND.**





TMD ModelTM

DEFINE YOUR VALUE PROPOSITION

How your business (product or service) uniquely solves a specific problem for a specific audience.

4BD: Four Brand dimensionsTM

YOUR BRAND ETHOS



CHARACTER

The spirit we embody and the way we deliver on our brand promise.

COMMUNITY PURPOSE

The heart behind the hustle; what drives us to perform.

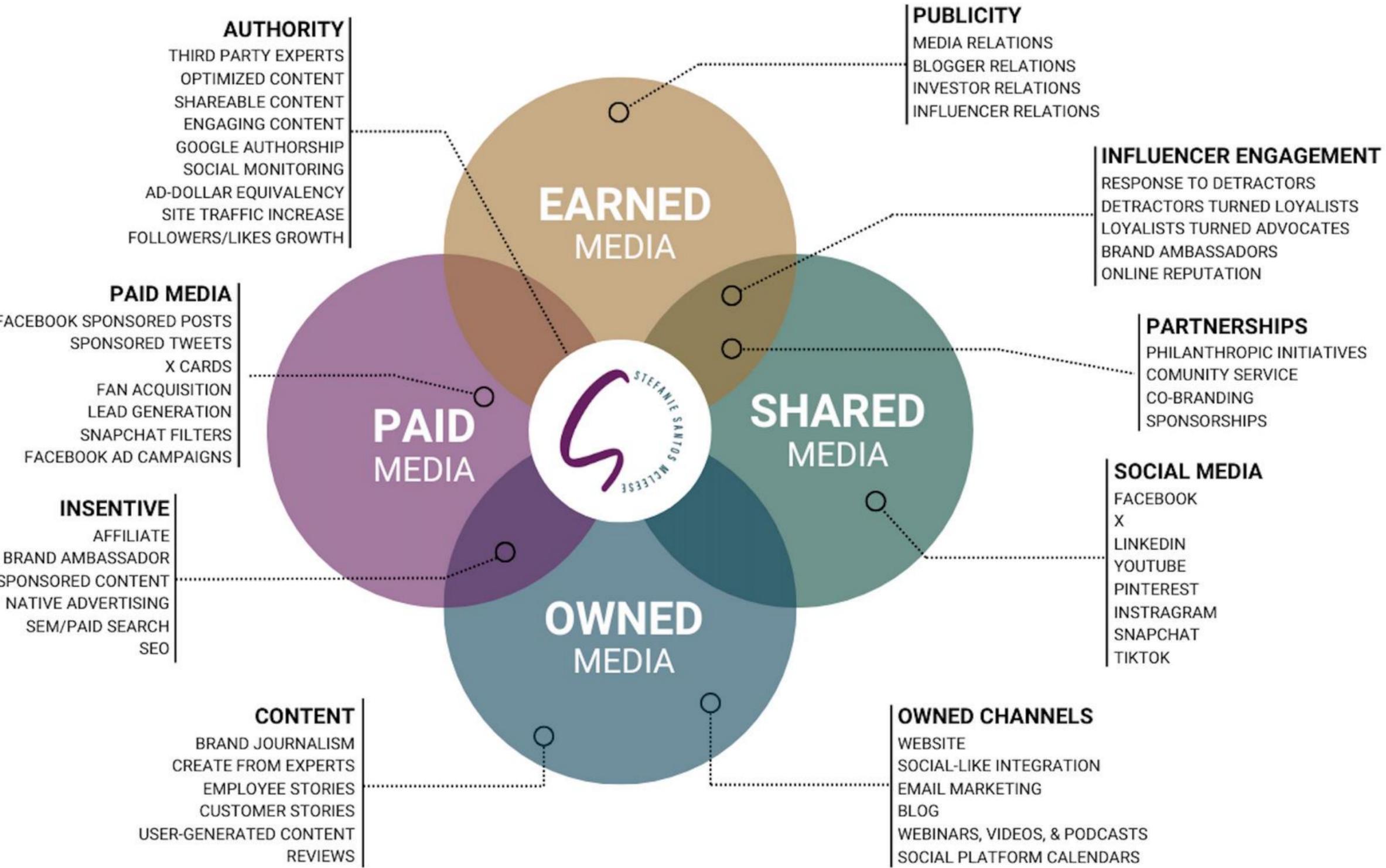
BRAND PROMISE

EMOTIONAL BENEFIT

The space we open in the hearts and minds of all who engage with our brand.

ENVIRONMENTAL EXPERIENCE

The physical interpretation of our brand.



PESO Media Model

STRATEGIC MARKETING & COMMUNICATIONS PLANNING.

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Data + Ethos + Strategy = Behavioral Impact.





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