

NEARCTIC LLC CASE STUDY

Tepoznieves

Global Brand Authority & International Expansion Campaign

From national Mexican franchise legacy to international business recognition, executive authority, media visibility and expansion opportunities.

Since 2023

Family Business Legacy

Global Expansion



50 years

entrepreneurial legacy



3+ stages

Dubai, Cannes, FITUR

Prepared for strategic positioning, case-study archive and client-facing presentation use.



From Local Success to Global Authority

Nearctic repositioned an established Mexican brand and CEO for international visibility, relationships and expansion.

Core transformation

- Tepoznieves had a strong franchise model and domestic Mexican credibility, but limited global recognition.
- Nearctic elevated CEO María Angélica Gómez Godoy as a visible international business leader and brand ambassador.
- The campaign converted legacy, family business, entrepreneurship and Mexican excellence into a global expansion story.
- International exposure was activated through Dubai, Cannes Film Festival and FITUR Spain, supported by media and relationship development.

 **Legacy**
50-year story

 **Authority**
CEO visibility

 **Access**
new networks



Nearctic's role: authority architecture, content engineering, international relationship development, media amplification and investor-facing expansion positioning.

A Strong Brand Without Global Recognition

The business had substance; the opportunity was to turn that substance into international authority.

Before Nearctic

- Established Mexican family business
- Successful franchise model
- Recognized local/domestic credibility
- Underleveraged founder and CEO story
- Limited international executive visibility

Strategic gap

- Brand success was not fully translated for global audiences
- International media and speaking presence required structure
- Investor and partner audiences needed a stronger expansion story
- Chambers and institutional leaders needed clear positioning

Desired outcome

- Global brand authority
- CEO as international business leader
- Recognition for entrepreneurial excellence
- Expansion relationships
- Investor and chamber visibility
- International media amplification

Nearctic diagnosis: a visibility problem was actually an authority-architecture and market-access opportunity.

Global Authority & Expansion Engineering

A repeatable strategy that turns an established company into an international growth story.

1

Discover

Audit brand legacy, founder story, franchise model and expansion potential.

2

Define

Create a global narrative around Mexican excellence, entrepreneurship and family-business credibility.

3

Position

Elevate the CEO as the public face of brand authority and international ambition.

4

Activate

Place the brand in Dubai, Cannes and FITUR to create international scenarios.

5

Amplify

Use press, editorials, social content and media outlets to document global activity.

6

Convert

Move attention into relationships with investors, chambers, leaders and partners.

Strategic principle: Nearctic did not invent the success story. It structured, positioned and amplified an existing 50-year business legacy for global audiences.

Dubai • Cannes • FITUR

Opening global scenarios for the CEO, family business and franchise expansion story.



Dubai Economic Mission

International business visibility, investor conversations, global-network expansion and positioning of the family enterprise.

Cannes Film Festival

Premium cultural and media environment to elevate the brand story, leadership presence and international recognition.

FITUR Spain

Tourism, hospitality, franchise, destination and business-development visibility in a high-value global forum.

Global visibility is built by placing a credible story in credible rooms.

Positioning María Angélica Gómez Godoy

Making the CEO's leadership, legacy and franchise experience visible to international audiences.



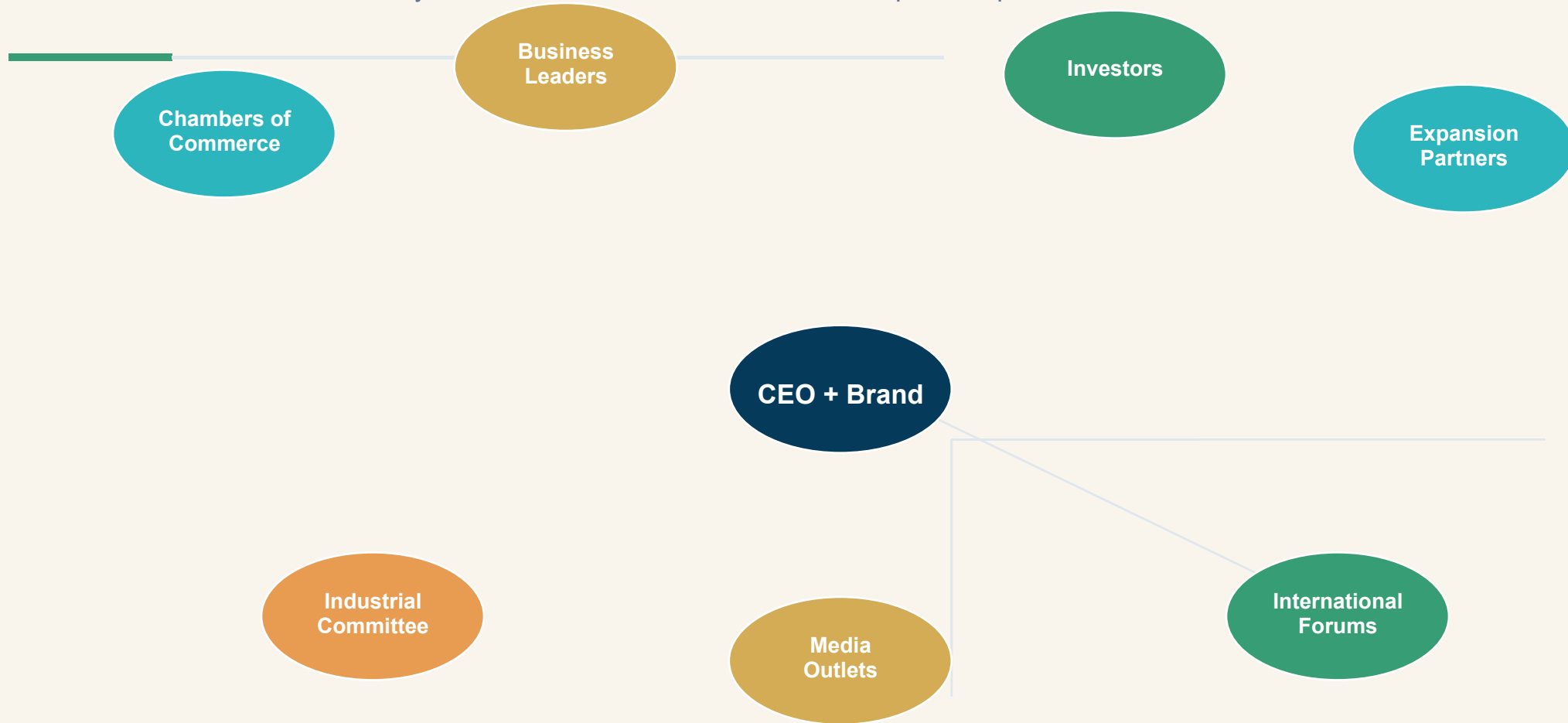
Authority-building pillars

- Business Leader** CEO credibility and franchise model expertise.
- Entrepreneurial Legacy** Recognition of approximately 50 years of family-business excellence.
- Global Speaker** Positioned on international platforms and business conversations.
- Recognition Strategy** Medal of Honor and award visibility for business excellence and legacy.
- Institutional Access** Chambers of commerce, leaders and board-level opportunities.

Verification note: final public materials should attach award name, issuing organization, dates and formal nomination records.

From Recognition to Opportunity

Nearctic connected brand authority to leaders, chambers, investors and expansion partners.



Relationship objective: convert international visibility into credible access, board-level nominations, investor awareness and partner conversations for expansion.

Making Expansion Visible and Searchable

Nearctic turned international activity into public authority through press, editorials and digital amplification.

Content assets created

- CEO and family-business leadership story
- Franchise success and 50-year legacy narrative
- International expansion positioning
- Investor-facing brand story
- Press and editorial coverage
- Social media and international visibility content



Media value framework

Visibility was valuable because it supported a broader strategic objective: international recognition, leadership authority, expansion credibility and investor/partner awareness. Final financial valuation should separate direct revenue from earned media, partnership value and contributed visibility.

Recommended KPI tracking: articles, interviews, audience reach, social impressions, qualified introductions, investor meetings, speaking invitations and partner conversations.

What the Case Proves

Global brand authority Tepoznieves became positioned as an international growth story, not only a local franchise.

CEO authority María Angélica Gómez Godoy gained stronger public recognition as a business leader and entrepreneur.

Institutional credibility Relationships with chambers, leaders and committees created deeper legitimacy.

Expansion potential The brand story was promoted among investors, partners and international stakeholders.

Media amplification International media outlets helped make the expansion story visible and publicly recognizable.

Nearctic value statement

We help successful companies become recognized, trusted and connected in the global markets where they want to grow.

Turn the Case Study Into a Sales Asset

Use Tepoznieves as proof for Nearctic's Global Authority & Expansion product line.

1

Verify records

Attach award documentation, press clips, photos, chamber correspondence and event participation evidence.

2

Build proof library

Create a source folder with media links, event photos, biographies, invitations, speeches and testimonial assets.

3

Package the product

Use this case to sell Global Authority & Expansion Engineering to family businesses and legacy brands.

4

Create client pathway

Website CTA: "Take My Brand Global" leading to a diagnostic assessment and custom roadmap.

Recommended website route: What We Solve → Take My Brand Global → Global Authority & Expansion Engine → Tepoznieves Case Study → Start a Project