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## **CWIT banquet to feature global branding expert**



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*Staff Writer*

The second annual banquet for Charleston Women in International Trade is scheduled for April 13 and will feature Tim Love, vice president international of Saatchi & Saatchi, as guest speaker.

A nonprofit professional organization, CWIT aims to promote women doing business in international trade through networking and educational opportunities. The organization, now in its third year, currently has about 55 members.

“CWIT is partly about developing women in the industry,” says Pam Everitt, CWIT programs chair and S.C. State Ports Authority information director. “Our members are customs brokers, freight forwarders, manufacturers, shipping line members... we have quite a few from the SPA, U.S. Customs and the South Carolina World Trade Center.”

Women are an important part of the labor force in international trade, according to Everitt. “They run most of the brokerages here in Charleston, and because there are high percentages of women in this industry, our organization wants to assure that future employment and interest in those fields meet the demands in the future,” she says.

CWIT is interested in getting more

student involvement and to show young women that international trade is a viable career path. The organization will be awarding a \$500 scholarship for a woman college student in international trade.

### **Relationship branding**

Saatchi & Saatchi's global marketing and creative communications network includes 138 offices in 82 countries and annual billings of more than \$7 billion. Among the agency's list of multinational clients are DuPont, Eastman Kodak, General Mills, Johnson & Johnson, Procter & Gamble, Toyota and Lexus. Tim Love is vice chairman international and a member of the agency's executive board.

Last year Love was at the annual Organization of Women in International Trade Conference in Calgary to speak about "global brand building and the evolution of brands into what we call 'lovemarks'," he explains.

After a consumer's functional needs are met, Love explains, the consumer looks for an emotional relationship. "People's usage of a brand helps define them. If they find a brand that really mirrors how they feel about themselves, it has a deeper relationship."

For example, even though not everyone has an Apple Computer, says Love, people have a love affair with the brand. "Apple says, 'Think different.' People want them to succeed because they want to live that ethic. Brands should try to seek that lovemark status."

One of Love's key issues is the rise of anti-American sentiment and how it is affecting corporations. In January he and a group of business leaders formed Business for Diplomatic Action, a nonprofit 501c6 to foster better diplomacy and to provide the government with learning from the business sector.

Love cites as an example General Motors' launch of its Chevrolet Nova automobile in Japan decades ago, not realizing that in Japanese, Nova means "old." The Nova's launch in Brazil was a similar misstep: in Portuguese Nova means "no go."

"These are things we're all discovering and learning by listening and communicating with consumers so that we can share and foster better understanding," Love says.

The basis for Love's speech on "Think Like the Sun" is that everything is connected. "When you go to sleep, the perceptions you have caused don't stop with the setting sun. They are being conveyed to people all over the planet. It's not actually the sun setting, it's us here on earth who are revolving. We need to think like the sun."

Contact CWIT at 577-8184.

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