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InterCom® Wins Three Golds At 2012 Nationals Awards

Newport Beach, CA — InterCommunicationsInc®, a global branding, marketing and communications firm, won three 2012 Gold Awards at The Nationals, an annual competition sponsored by the National Association of Home Builders (NAHB) and presented by the National Sales and Marketing Council. Winners were announced at the International Builders Show in Orlando, Florida on February 8.

The winning entry in the Best Brochure category was created by InterCom® for Marisol, Malibu's first master planned community of 17 bluff-top one-acre lots overlooking the iconic surf breaks and beaches. The brochure, designed to entice ultra high net worth primary home buyers, captured the timeless beauty of old Malibu using a demonstration home to showcase the lifestyle's promise of serenity.

InterCom's St. Petersburg Club brochure won the Judge's Special Award: Brochure for A Resort. The brochure was created as part of a brand development and marketing program for Russia's first luxury private residential club in St. Petersburg -- an association of entities including a branded hotel, city residences, country golf and yacht club. In preparation for the Club's real estate offerings, InterCom promoted a new but intriguing concept for wealthy Russians: a Founding Members Club. The Founders Package included this coffee table-worthy brochure lauding the beautiful heritage of St. Petersburg and its renaissance.

"We are big believers that print is still a strong statement in a world moving towards digital everything," said Toni Alexander, President and Creative Director of InterCommunicationsInc. "The power of storytelling can get lost in the online landscape. Especially in times of uncertainty, there will always be a place for beautiful, high-impact marketing materials to demonstrate the appeal of a product or destination."

InterCom also won the Gold in the Marketing Promotion-Associate category for the 2011 edition of the InterCom newsletter. Bold graphics and impactful photography in an oversized magazine format embody InterCom's dedication to its theme line "Imaging Places" and its passion for storytelling. Since NAHB created The Nationals, InterCom has won 28 Golds and more than 80 Silvers across all communications categories. InterCommunicationsInc is a full-service branding, marketing and communications company with over 25 years of experience in the leisure and lifestyle industries.

InterCommunicationsInc is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520.

