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Delivering The Brand Promise - Hillwood Communities

More than a decade ago, Toni Alexander and InterCommunicationsInc, a global branding, marketing and digital communications firm, began working with Hillwood, a Perot Company, on its flagship project AllianceTexas. Recognized as one of the most successful public-private partnerships in the nation, the 18,000-acre AllianceTexas development has generated more than \$43 billion in economic impact, created more than 35,000 jobs and dramatically transformed its surrounding communities. The master-planned, mixed-use community located in north Fort Worth offers a variety of commercial real estate options including new industrial, office and retail space. Anchored by the multi-modal inland port known as the Alliance Global Logistics Hub, AllianceTexas is home to more than 365 companies, over 37,000 employees and home options for any budget and lifestyle.

In 2010, when the country was deep in an economic recession, Hillwood Communities once again partnered with InterCom to create the brand that would encompass its entire future residential portfolio of communities. The Hillwood/InterCom relationship was founded on InterCom's reputation to deliver on their brand promise. "Our strategy has always been to create an authentic brand, target the communications and build strong relationships," said Toni Alexander, President and Creative Director of InterCommunicationsInc. "Not only will the brand be successful, it will endure over time."

Tasked with taking their vision and creating an authentic corporate brand for Hillwood Communities, InterCom developed the foundation and branding that has become Hillwood's Live Smart communities. "At InterCom, we are a think tank of writers, designers, strategists and technologists crafting brand narratives that engage and endure," stated Toni Alexander. "The work we do for each client and every project focuses on our four well-defined principles: have a big vision, tell a great story, champion relationship building and create strategic partnerships. This is exactly what we did for Hillwood. Our initial recommendation was to look back before looking forward—to redefine the values which would become the cornerstones of their Live Smart communities."

The well-defined vision for Hillwood's Live Smart communities was established and InterCom proceeded by creating the Live Smart narrative and the brand promise for Hillwood. These incorporated the principles: sense of community, technology, healthy living and environmental stewardship and education/enrichment. This resulted in a compelling story and authentic brand for Hillwood's most recent residential success in North Texas—Harvest. The brand principles that InterCom helped to establish for Hillwood's Live Smart brand are deeply rooted in the development vision for Harvest.

“As we start 2014, we are now realizing the benefits of the brand repositioning we worked so hard on in 2010-2011,” said Tom Woliver, Director of Planning and Development, Hillwood Communities. “We have now opened our first Live Smart community, Harvest in Northlake, Texas. It is amazing to see the vision and brand have not wavered. I have never seen a group of consultants work so organically to come up with innovative ideas. InterCom’s drive and creative process was instrumental. Since then, we were able to get a premium on our lot contracts because of this overall Live Smart approach and now the project is getting national attention.”

Harvest is a 1,150-acre master-planned, mixed-use development in Northlake, Texas. There are approximately 3,200 single-family homes planned in this Urban Agrarian community with deep ties to historic Denton County. Harvest is a rural community bringing people together and cultivating an appreciation for the land as well as fostering an active, caring environment. Located on the historic Faught family farm, Harvest connects with the land’s agrarian history to build a sustainable community in which children and adults alike can reconnect with the land.

In 2014, Hillwood Communities plans to launch its second and third Live Smart communities. The value creation of the Live Smart brand for Hillwood Communities has been instrumental in Hillwood’s obtaining entitlements for these new communities. “Every destination, every project, every client has a story and our client partners trust InterCom to tell it,” said Toni Alexander. “We appreciate the InterCom team’s creative drive, professionalism and keeping us true to our values. We look forward to a long-term partnership with InterCommunications,” stated Tom Woliver.

About Hillwood Communities

Hillwood Communities is a multifaceted residential development company committed to building world-class communities for families since 1988. Hillwood has also built a powerful reputation as one of the most highly regarded and well-known developers in the business. The company has delivered more than 22,000 single-family lots in more than 60 communities with 35 active communities. What began in its home market of Dallas-Fort Worth has now expanded into other Texas markets—Austin, San Antonio and Houston and major markets, including Wyoming, Florida, California, Nevada, Hawaii and Costa Rica. More information can be found at hillwoodcommunities.com.

Hillwood, a Perot company, is ranked as one of the top commercial real estate developers in the country and the top residential developer in Dallas-Fort Worth. In addition to AllianceTexas, Hillwood is best known for its development of AllianceCalifornia near Los Angeles and the \$420-million American Airlines Center near downtown Dallas.

About InterCommunicationsInc

InterCommunicationsInc® is a full-service branding, marketing and communications company with nearly 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 or visit www.intercommunications.com.