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## **AUTHENTIC BRANDS ENDURE -- INTERCOM® CELEBRATES 30 YEARS OF IMAGING PLACES**

Newport Beach, CA - December 3, 2013 InterCommunicationsInc® has taken its branding expertise, grown, endured and expanded its reach during the past three decades from Southern California to work on seven continents. With more than 30 years experience Imaging Places®, InterCom® is a leader in marketing sophistication, creative artistry and client service with a reputation for establishing luxury and lifestyle brands for the real estate industry in the U.S. and internationally.

Toni Alexander acquired InterCom® in 1983. It was a local marketing firm that consulted with Southern California homebuilders and real estate developers. Alexander's leadership has guided InterCom® into a high-profile branding firm that has worked with clients on projects located throughout the U.S. and in 25 foreign countries. Alexander's vision and InterCom's strategies have returned positive results for many long-term clients. Alexander added, "What makes InterCom® successful is making our clients and their projects successful."

Several components are key to InterCom's success including their perspective about the clients they work with. "There are some people that may think InterCom® is a branding firm that specializes in the real estate development industry," said Toni Alexander, Owner, President and Creative Director, InterCommunicationsInc®. "What our clients understand about InterCom® is that we are specialists in creating lifestyle and leisure brands in the high-end market. What we know best is the luxury consumer -- it just happens that most of our clients are in the business of developing real estate projects for that market."

Alexander knows the strong link between the design world and its influence on leading luxury brands. "When Apple recently announced Angela Ahrends, former CEO of Burberry, would run its retail operations the headline from CNBC was 'Apple is a luxury brand, not a tech company'," Alexander explained, "That mirrors our position with the clients we partner with. Whether it is a resort development, a residential high-rise or a

destination community – it's a luxury brand. InterCom® excels at building brands that speak to and resonate with the luxury buyer. It's about creating quality, crafting a vision and delivering on a promise. Do it well and you create an enduring brand. That is what luxury is about today--delivering a quality, authentic, enduring brand."

Establishing brands for master-planned communities, world-class resorts or mixed use develop-

ments--InterCom® focuses on four well-defined principles: have a big vision, tell a great story, champion relationship building and create strategic partnerships. "Our strategy has always been -- create an authentic brand, target the communications and build strong relationships," said Alexander. "Not only will the brand be successful, it will endure over time."

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 or visit [www.intercommunications.com](http://www.intercommunications.com).