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InterCom® Wins Gold At Nationals Awards

January 17, 2011 - Newport Beach, CA — InterCommunicationsInc®, a global branding, marketing and communications firm, won a 2011 Gold Award 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 January 12.

The first-place award was for the Best Brochure category. The winning entry was created by InterCom® for Oak Valley Reserve, a new luxury second home and private golf club community in Gangwon, South Korea which featured the only Tom Fazio-designed golf course in the country. The brochure, designed to attract the first 100 owners/club members as “Founders,” was part of a larger package of materials that included a leather-bound book highlighting the project’s attributes, club ball markers and golf balls, and a customized iPad with an app featuring an e-brochure, property photos and a computer generated walk through the golf course.

“Timing can mean everything in marketing,” said Toni Alexander, President and Creative Director of InterCommunicationsInc. “When our Founders Package was sent to a list of priority prospects, iPads were not yet available in Korea. This demonstrated our client as being forward thinking both with the project and also how it was presented.”

InterCom also won a Silver Award within the Best Brochure category for creative work that helped launch Bear Dance, an eight-residence private community on Flathead Lake in Bigfork, Montana.

Each year, Gold Award winners are selected from among the final Silver recipients. Since NAHB created The Nationals, InterCom has won 27 Golds and more than 80 Silvers across all communications categories.

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.

