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Intercom® Wins Gold And Silver At 2013 Nationals Awards

Feb. 1, 2013 - Newport Beach, CA — InterCommunicationsInc®, a global branding, marketing and communications firm based in Newport Beach, Calif., won two Gold and two Silver 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 Las Vegas last month.

All four awards recognized InterCom's extensive work for Panama Pacifico, Latin America's first complete master-planned community. The 3,460-acre landmark destination in Panama City, Panama, offers a new gateway to the Americas with a strategic location, a global vision for 40,000 permanent jobs and a sustainable setting for 20,000 residences.

The dual-language campaign from InterCom resonated with local Panamanians, expatriates and multi-national businesses alike. Two years following InterCom's first involvement with the project, Panama Pacifico (a former U.S. airbase) has become one of the most successful redevelopment projects in the world with 554 new homes sold and 150 international companies in operation. Today, the project is a symbol of sustainable development throughout the Americas.

InterCom's first Gold Award, for "Best International Marketing Campaign," lauded the firm's insightful communications that conveyed a bold promise of connection for families, companies, communities, cultures and nature. The goal was to give Panama City residents a reason to cross the canal and establish a new life "Connected by Nature."

"When you're repurposing 3,460 acres in a developing nation, you need a grand vision," said Toni Alexander, president and creative director of InterCommunicationsInc. "We feel tremendous excitement that our unique brand of storytelling is helping to put Panama Pacifico clearly on the map and successfully ushering in Latin America's first true, sustainable, master-planned destination."

InterCom's second Gold Award was for "Best Community Branding," a brand identity founded on a unique mark symbolizing growth, change, connectivity and an influx of ideas.

A Silver Award for "Best Signage" recognized InterCom's ability to envision and execute a comprehensive signage program that will eventually provide way-finding for as many as 20,000 residents within a series of distinct villages. The organic design complements the rainforest setting without intruding upon it. Each sign was crafted as a work of art, raising the bar in a developing nation.

The final Silver Award for InterCom, "Best Website for a Community," recognized an online strategy rooted in a less-is-more approach. Emphasizing large landscape imagery, the design allowed for dual languages, ease of navigation and the addition of new residential and retail/commercial opportunities as the fast-paced Central American destination evolves. Since the website's launch in January 2012, web traffic increased 30 percent from prior years and 450 homes have sold to date – the most since the community's opening.

Since NAHB created The Nationals, InterCom has won 30 Gold Awards and 82 Silver Awards across all communications categories. InterCommunicationsInc. is a full-service branding, marketing and communications company with nearly 30 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.