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## **InterCom® Wins Two Gold Awards at The Nationals<sup>sm</sup> 2015**



**February 25, 2015 - Newport Beach, CA** – InterCommunications® was awarded two Gold Awards at The Nationals<sup>sm</sup>—the prestigious National Sales and Marketing Awards sponsored by the National Association of Home Builders (NAHB). Winners were announced on January 20th at The Nationals Gala in Las Vegas, held in conjunction with the annual International Builders’ Show. Now in its 35th year, The Nationals<sup>sm</sup> is the nation’s largest awards program honoring the “best and the brightest” in new home marketing and merchandising.

InterCom® winning entry in Best Brochure for a Luxury Community was created for Kohanaiki, a new invitation-only private golf club and beach village on the Big Island of Hawaii’s coveted Kona Coast. The beautifully produced hardbound brochure targeted high-net-worth second homebuyers, particularly Gen Xers and Millennials, who were in search of a different kind of private club experience. The brochure was part of InterCom’s overall branding program—including a new

website, brochures, advertising, email marketing campaign and lifestyle video—to position Kohanaiki as the next generation of private club communities through compelling storytelling and imagery that revolved around a multigenerational family.

InterCom was also awarded the Gold in Best Microsite/Website for an Associate or Supplier—a category they've won twice now. The new InterCom website was designed and built using responsive design best practices, making it equally effective across desktop, mobile and smartphones. A sophisticated video introduction conveys the company's ability to create powerful messaging for the digital age, while showcasing their creative talents and global leadership in the real estate branding and marketing industry. InterCom's 30th anniversary celebration set the stage for the launch of their dynamic new website experience along with the debut of a new coffee table retrospective entitled, 30 Years of Imaging Places®: 1984-2014—winner of a 2015 Silver Award.

“The fact that we won Golds on both the digital side and the traditional marketing side emphasizes InterCom's continuing expertise in the luxury branding category,” said Toni Alexander, President and Creative Director of InterCommunicationsInc®. “The Kohanaiki piece really demonstrated our ability to understand the new multigenerational market and their desire to be part of a private club experience that offers exciting activities for the whole family. Our new InterCom website strengthens our belief in delivering digital in an artistic way, so it's not just function—it's also form.”

Since the NAHB created The Nationals<sup>sm</sup>, InterCom has won 37 Gold Awards and more than 90 Silver Awards across all communications categories.

InterCommunications 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, hospitality developments, 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).