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InterCom® Wins Gold Award at The Nationalssm 2016 for Candelas

January 22, 2016 - Newport Beach, CA – InterCommunications® was awarded a Gold Award at the prestigious National Sales and Marketing Awards sponsored by the National Association of Home Builders (NAHB - The Nationalssm). Winners were announced on January 19th at The Nationals Gala in Las Vegas, held in conjunction with the annual International Builders’ Show. Now in its 36th year, The Nationalssm is the nation’s largest awards program honoring the “best and the brightest” in new home marketing and merchandising.

InterCom®’s winning entry in Best Web Banners/Rich Media Advertising was created for Candelas, a new master-planned community near Denver, Colorado. The online marketing campaign was part of InterCom’s overall branding program—including a new website, brochures, print advertising, email marketing campaigns, lifestyle videos and signage. The goal was to position Candelas as a stylish and welcoming new master-planned community through compelling storytelling and captivating lifestyle and landscape imagery that is a hallmark of InterCom marketing.

“In recognizing the Candelas online marketing effort, I think the jury saw that a successful digital marketing campaign is as much about telling a story effectively and consistently as it is about design, technique and sales results,” said Toni Alexander, President and Creative Director of InterCommunicationsInc®. “The Candelas work really shows the benefit of uniform (and engaging) messaging, presented with compelling visuals and crisp writing – across all key digital venues where buyers are searching for homes.”

Similar to previous years, InterCom garnered more than just a single gold statue. The agency also took home a Silver Award for Best Brochure for a High-Rise Community, and a Silver Award for Best TV Commercial, both recognizing InterCom’s work for Four Seasons Private Residences, Los Angeles. The agency’s third Silver Award of the evening, Best Marketing Promotion by Supplier, honored the creative excellence of InterCom’s own agency newsletter.

Since the NAHB created The Nationalssm, InterCom has won 38 Gold Awards and more than 92 Silver Awards across all communications categories.

InterCommunicationsInc® is a full-service branding, marketing and communications company with 32 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail/entertainment centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.