



I n t e r
C o m m
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t i o n s[®]
I n C Imaging Places[®]

THE KEY TO IMAGING PLACES[®] IS MASTERING THE ART OF STORYTELLING.

It allows us to distinguish the potential of a project, driving value for developers, investors and buyers. It creates a unique visual and emotional narrative that resonates with our target market. It gives life to new developments and new meaning to redevelopments.

It serves as a roadmap for consultants to follow and fine-tune as land becomes a brand. And it's what InterCom[®] continues to do best. No matter the medium, our passion for telling the right story is a common thread in our work. From Russia to Korea to right here in California, every InterCom destination tells a relevant story. Read on.



Tori Alexander

President and Creative Director

The legendary California runway that once gave rise to Howard Hughes' aerospace empire has become a thriving community that will soon add Runway—a one-of-a-kind lifestyle destination that will evoke an adventurous spirit of the retail kind.

PLAYA VISTA RUNWAY



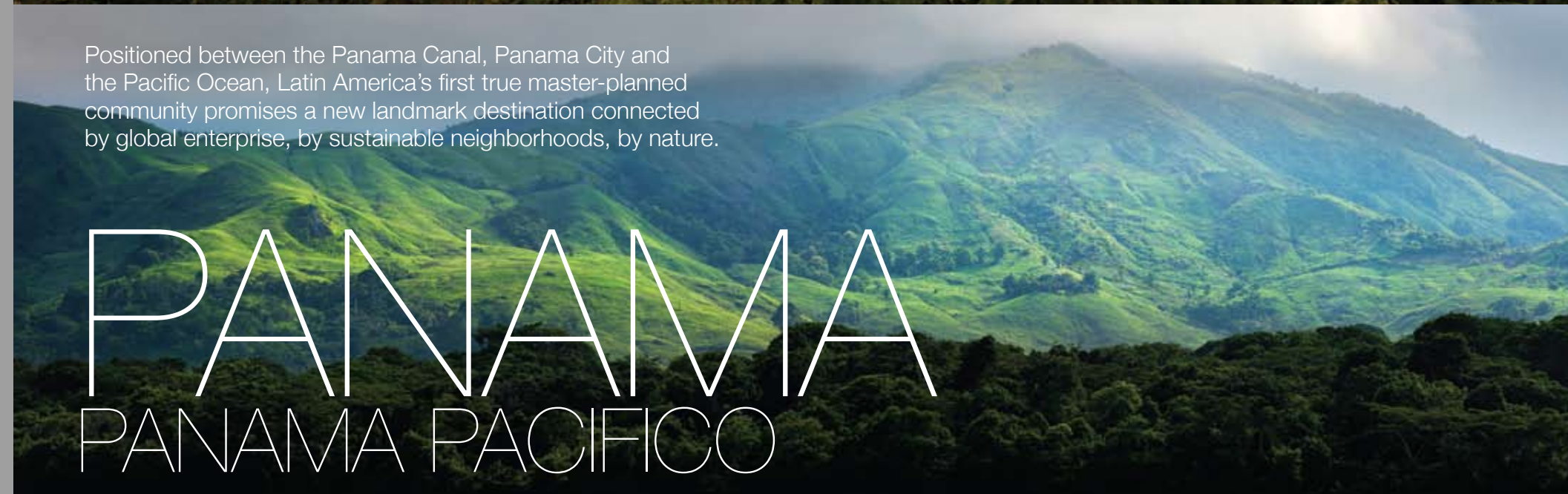
Playa Grande is widely considered one of the Caribbean's most beautiful beaches. It's about to be home to the first Aman resort and residential compounds in the Dominican Republic and the first-ever Aman golf resort in the world.

DOMINICAN REPUBLIC AMAN



Positioned between the Panama Canal, Panama City and the Pacific Ocean, Latin America's first true master-planned community promises a new landmark destination connected by global enterprise, by sustainable neighborhoods, by nature.

PANAMA PANAMA PACIFICO



SARDINIA COSTA SMERALDA

With its sublime natural beauty, mega-yachts and chic resorts, the Costa Smeralda is an Italian jewel for the international jet set. New to the offering: a limited collection of luxury villas at Hotel Pitrisa, Hotel Romazzino and Hotel Cala di Volpe that will enhance the exclusive five-star boutique hotel experience.





A federal monument on St. Petersburg's historic Field of Mars restored as a five-star branded hotel. Peter the Great's former Imperial Stables on Konyushennaya Square revitalized as hotel-managed Exclusive Suites. A private *dacha* estate featuring a five-star lodge, country club and championship golf. A modern seaside resort, marina and yacht club on the Gulf of Finland. For Plaza Lotus Group, launching four ultra-luxury resort properties in and around St. Petersburg, simultaneously, was both a challenge and an opportunity.

To develop a prospect interest list, InterCom® focused the marketing around a promotional concept that resonates well with wealthy Russians—belonging to the City's first true private club. The St. Petersburg Club was created as the portal to all four resorts and the chance to enjoy an aristocratic lifestyle experience as a precursor to leasing opportunities. We created a regal brand identity, VisionBook and website for the Club and supported the launch to developer "friends and family" in the form of 50 artfully designed Club Member Packages tailored to patrons of the rich heritage of St. Petersburg, in which a renaissance has been born by way of this project.

RUSSIA

ST. PETERSBURG

CLUB

MALIBU

MARISOL

For high-value brand names in real estate, few places can compare with Malibu. And few locations in Malibu can compare with MariSol's 80 acres of bluff-top property above one of Malibu's premier surf breaks and white-sand beaches.

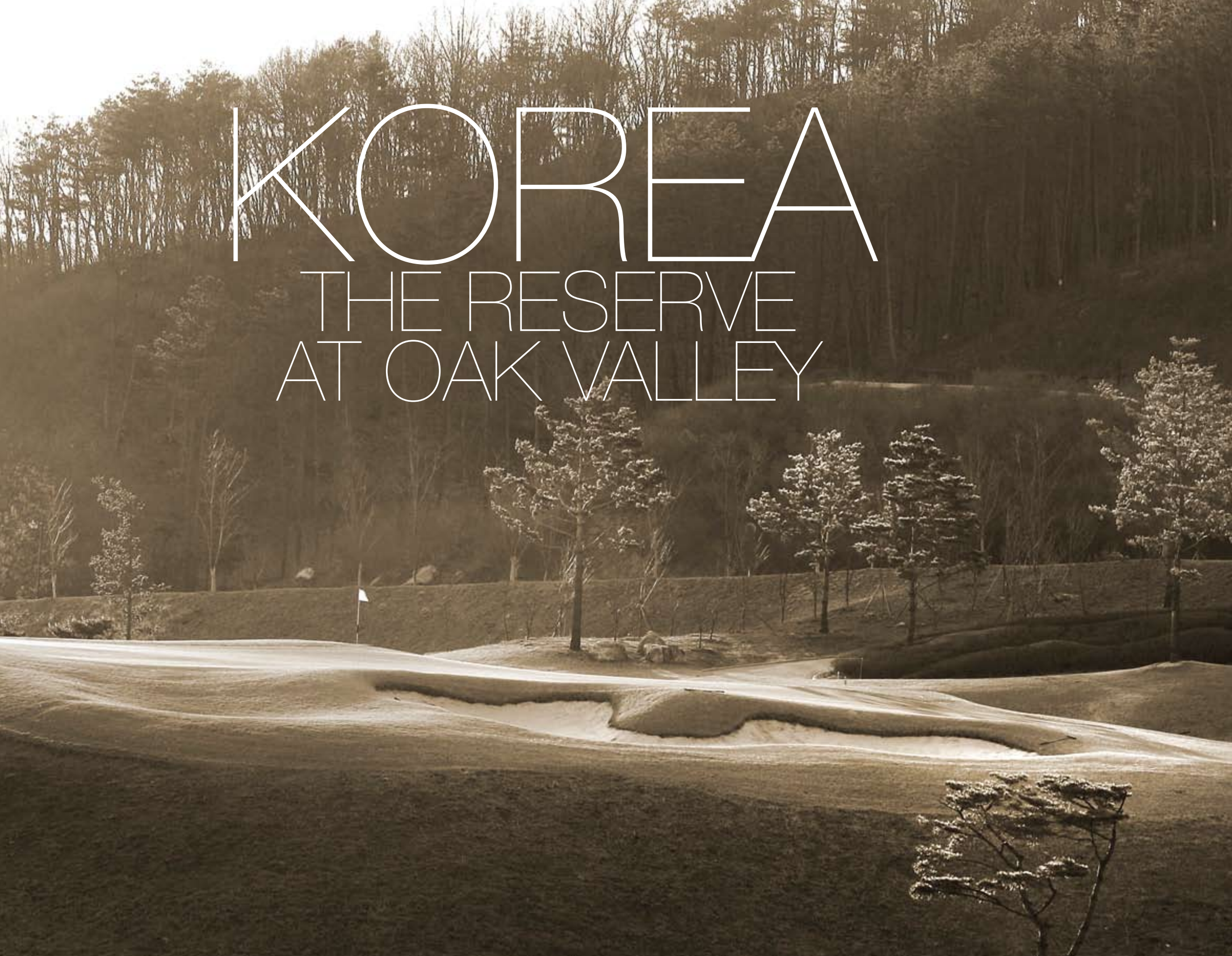
Among the key value-drivers of this award-winning private community of just 17 one-acre oceanfront lots is its distinction as the first-ever master-planned community in this famously laid-back beach town.

To support its price points in a difficult market, high-impact materials were needed to communicate the story of MariSol to brokers and buyers. InterCom[®] designed the project's graphic identity, supervised its stunning photography and developed event and collateral support materials to launch the sales effort for the largest co-operative listing agreement ever in Malibu's history.



KOREA

THE RESERVE AT OAK VALLEY



The Reserve at Oak Valley in Gangwon, South Korea, is an ultra high-end residential golf community featuring the country's first Tom Fazio-designed private golf course, a dramatic clubhouse, hillside homes by famed designer Piet Boon and a Tadao Ando-designed art museum bordering a 250-acre forest preserve.

To attract the first group of prospective investors/buyers, InterCom® developed a full-blown Founders Package that played into the sweet spot of affluent South Koreans' penchant for beauty, technology and an unrivaled golf experience. It included a breathtaking oversized book on the project and its celebrated team of development partners, a customized Apple iPad preloaded with our rich-media Reserve at Oak Valley app and, not to be overlooked, a sleeve of custom golf balls and ball markers.



HILLWOOD COMMUNITIES

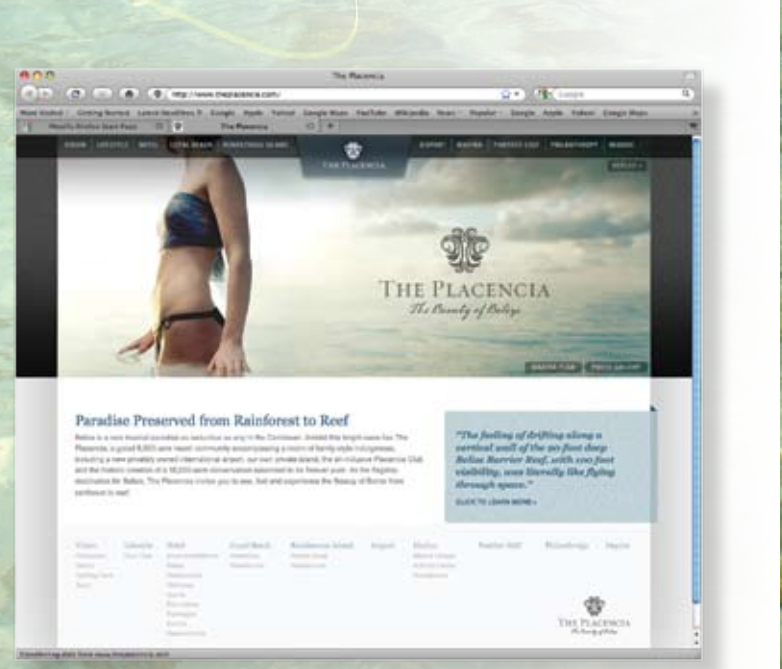


Hillwood, a Perot company, has been building family communities since 1988—delivering more than 20,000 single-family lots in more than 60 cities, primarily in North Texas. To position itself for the future, Hillwood retained InterCom® to assess its brand and recommend how to best move forward. Our recommendation was to commit to the idea of building “smart” neighborhoods. Leveraging on what the company had previously done, a task force was created—Innovation Hillwood—to study new initiatives on energy conservation, education, technology and healthy living. All dedicated to future community design principles that have the power to change people’s lives in relevant and meaningful ways.

www.hillwoodcommunities.com



It's not often you get to image a pristine piece of beachfront property that spans 6,500 acres, fronts over 3,000 feet of Caribbean coastline and includes its own private island, private airport, marina, golf club, tropical residences and proposed 55,000-acre nature preserve. InterCom® had the opportunity in Belize along the picturesque Placencia Peninsula. As the first-of-its-kind conservation-oriented environment in the Caribbean, and a coveted playground on land and sea, the private eco-resort community of The Placencia is a nature lover's paradise. To set the stage for the country's new flagship destination, we created a stunning VisionBook, website, brand identity and complete collateral package that conveys *The Beauty of Belize* from rainforest to reef.



www.theplacencia.com



BELIZE
THE PLACENCIA

VALLEYCREST

LANDSCAPE COMPANIES

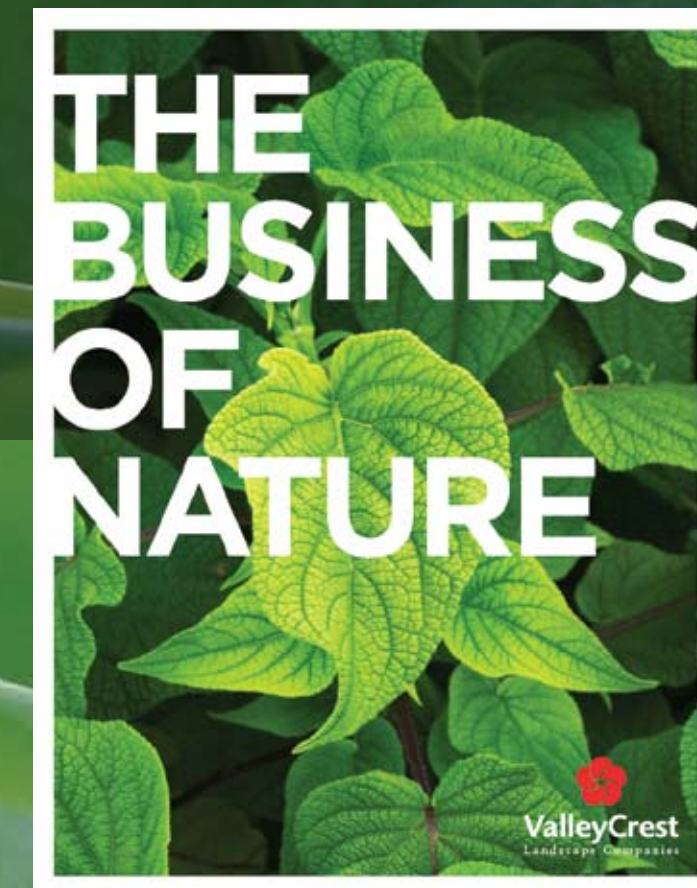
When ValleyCrest made the decision to build its brand and accelerate marketing, it looked to InterCom® for help. With four independent business divisions, more than 200 field offices and over 10,000 employees, rapid growth during the previous decade had resulted in a fragmented identity.

The solution ValleyCrest embarked on took commitment, resources and time. The centerpiece in the program became a database-driven, client content-managed website that also established design direction for a revamped collateral package and advertising campaign, reinforcing our theme of *The Business of Nature*.

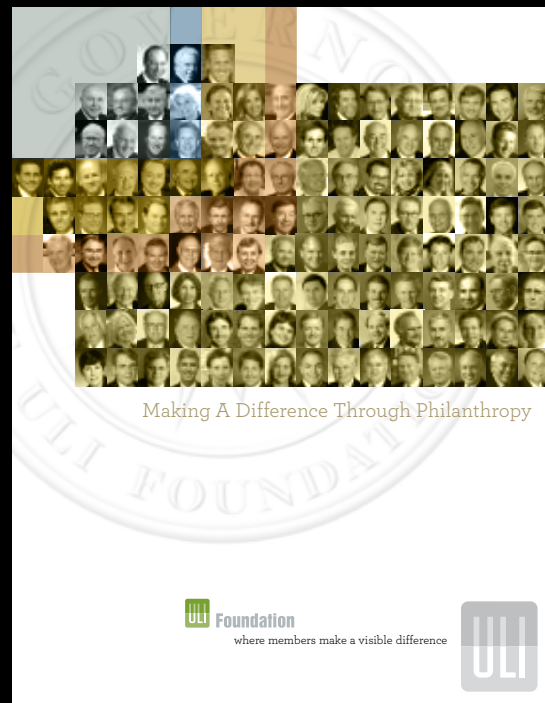


www.valleycrest.com

That message was extended to all other ways ValleyCrest kept its brand in front of customers and prospects, including a 60th Anniversary commemorative book, an annual calendar—even the company's holiday greeting card.



By 2015, the ULI Foundation is expected to provide nearly 80% of the funding for the research and educational content programs at ULI (Urban Land Institute). That's an increase from just 10% five years ago. To accomplish this, ULI's long-term goal is to establish a culture of philanthropy within the organization. InterCom's® strategy to help build the Foundation brand centered on the three most important words in fundraising: *Recognition, Recognition and Recognition*. And kept that in front of the organization's 30,000 members everywhere—at meetings, in *Urban Land* magazine, on the website and in mailings.



inform
lead
influence
educate
recog-



ULI
FOUNDATION
PHILANTHROPY AT WORK

BEACH BUNNY SWIMWEAR



- daring
- luxurious
- sexy
- playful
- confident
- fun
- feminine
- flirty
- glamorous



Start-up companies with grand plans for the future need to share that vision in a grand way. In the highly competitive fashion world, a glossy catalog just won't do.

To help expand distribution for classy yet sexy California swimwear line Beach Bunny—the brainchild of former cover girl Angela Chittenden and a fashion staple in the annual *Sports Illustrated Swimsuit Issue*—InterCom® created a 12-page oversized brand book geared towards high-end retail operators. The book showcases the inspiration behind the brand, plus the dazzling boutiques, the glamorous style, the celebrity devotees, the media spotlight and the designer's global plans for an elite lifestyle brand. Most of all, it speaks to the Beach Bunny woman who just wants to have fun.



SANTA BARBARA PLANTATION CURAÇAO

The new master-planned community of Santa Barbara Plantation, home to the only 4.5-star resort on Curaçao, presented a prime opportunity to position the island as an emerging player in the global arena—a *Land to Discover*. Once a 1,900-acre plantation, this seaside community near historic Willemstad now boasts a new \$100 million Hyatt Regency Curaçao Golf Resort, Spa and Marina, featuring a new Pete Dye-designed championship golf course and the first of 300 private residences. There's even potential for more golf, hotel, marina, commercial and residential development.

To promote the property to prospective developers, InterCom® worked hand-in-hand with renowned land planner Hart Howerton to create an expansive VisionBook outlining the past, present and enormous promise of the community.



SNOWCREEK

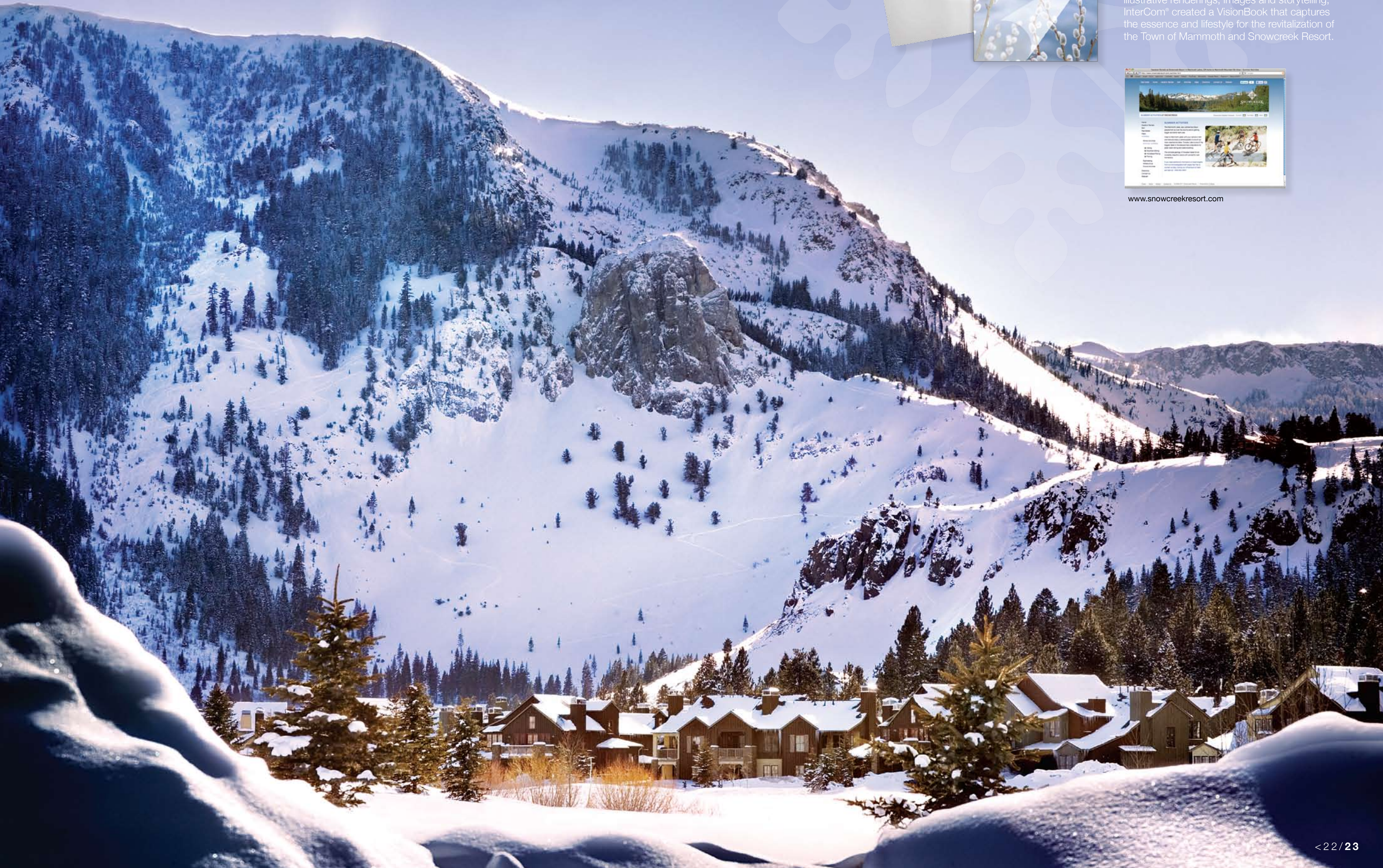
MAMMOTH MOUNTAIN



Even in real estate, it's never too late to reinvent yourself. Approaching its eighth phase in over 20 years, Snowcreek is the most comprehensive residential resort in the High Sierra and its development plan continues to add high-value amenities. But its story is still getting better. City Fathers have committed to a bold new future for the Town of Mammoth, giving Mammoth what it's never had before: a vibrant and authentic Main Street that will allow it to compete with other epic ski destinations in the West. Through illustrative renderings, images and storytelling, InterCom® created a VisionBook that captures the essence and lifestyle for the revitalization of the Town of Mammoth and Snowcreek Resort.



www.snowcreekresort.com



BEHIND THE SCENES The best part of Imaging Places® is visiting and learning about the actual place. This past year, InterCom® has worked in a lot of fascinating countries and cities all over the world.



Early in 2010, we began a new project in **SOUTH KOREA**, about an hour's drive south of Seoul. Our client was a South Korean development company called Hansol, owned by Samsung. The Oak Valley project consists of five golf courses and a top-notch ski resort, making it a year-round destination. During our week there, we visited monuments and visitor "must-see" places that gave our creative team an invaluable education on the country. From the amazing shopping to the phenomenal palaces to visiting the infamous North Korean border, everybody had a lot of fun—including a joyride on the pink Dong Bus.



Our next opportunity for Imaging Places found us traveling down to the sunny coast of **BELIZE**, where a new five-star resort/marina development is underway. During our site visit, we toured a private island that was once the playground of legendary Beatles drummer, Ringo Starr. Our team had the opportunity to tour his former mansion, which is part of the property, and view his 1960's artifacts. To convey the natural beauty of Belize, the creative team spent six lengthy hours in a helicopter taking aerial photographs of ancient Mayan ruins and colorful sunsets that would further enhance the story of the project.



Toward the end of 2010, we embarked on an unforgettable trip to the cultural capital of **RUSSIA**, where the sunlight lasted a short 3.5 hours each day during the arctic winter. We took full advantage of our limited time in the sun to tour the project's four unique properties, only to find that massive snow meant we'd only reach one location outside the City—the future site of the

St. Petersburg Country Club. At night, our team was fortunate to attend the Mariinsky Theatre, home to the world-famous Russian ballet and opera, and view priceless art exhibits at the Hermitage Museum that attest to the cultural legacy of St. Petersburg. Not everything was smooth sailing. Our flight home was delayed due to extreme weather, grounding the team for over three days and causing us to nearly miss Christmas back home with our families.



In our journeys to destinations all over the world, we maintain the highest level of commitment to Imaging Places. Stay tuned for future planned trips that will find us capturing the visions of projects in the jungles of Panama and on the pristine beaches of the Dominican Republic.



Branding and Marketing for the Leisure, Lifestyle and Real Estate Industries

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Scan the code with your mobile phone to get our full story.



InterCom®