

KELLERHALS CARRARD ADVISES INTR ON THE ACQUISITION OF STAAACKS

Posted on 19 July 2022



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The branding agency **Intr** has recently merged with the agency **Staaacks**. The merger aims to broaden the profile of the creative and consulting agency.

Intr is a Bern-based agency specialising in branding, branded content and concept development. Its clients include organisations such as PostFinance, Die Mobiliar, the State Secretariat for Migration SEM, as well as young and promising start-ups. Led by Arci Friede and Denise Häberli, the company has grown steadily in recent years.

Together with Remo Bitzi and Marc Schwegler, the owners of the Zurich and Lucerne-based communications management agency Staaacks, Friede and Häberli decided to strengthen the company's profile and expand its competencies. The two agencies will merge at the beginning of 2022: the owners of Staaacks will join the management of Intr. As a result of this merger, Intr's portfolio will be complemented, among other things, by cultural institutions such as the Swiss cultural foundation Pro Helvetia or the Zürcher Theatre Spektakel.

Also through the newly founded subsidiary Publishr and in exclusive partnership with Postfinance, Intr is launching the Peeps app, a platform by, about and for GenZ young people.

[Kellerhals Carrard](#) has provided legal advice to Intr on the acquisition of Staaacks and for the Peeps project. The team was composed by **Thomas Bähler** (partner, corporate/ m&a, pictured) as well as **Kathrin Enderli** (m&a), **Michèle Remund**, **Nicole Maurer**, **Lukas Dellenbach**.