



THE HIGH PITCH

WE ARE NOT AN AGENCY. THIS IS NOT AN AGENCY PITCH. THIS COULD, HOWEVER, BE A POSITIVE INTERVENTION. IT COULD ALSO BE A REINVENTION.



Companies and founders build products, and most have considerable marketing budgets. While everyone wants to run campaigns, generate qualified leads, and drive sales, many still underestimate the value of building a brand that supports and sustains that growth.

THE PROBLEM

MOST MARKETING PROBLEMS
ARE ACTUALLY BRAND
PROBLEMS

WHO AM I?



KORNICA DHAR
Brand Strategy & Marketing

EXPERIENCE

12 + YEARS

SPECIALIZATION

BRAND BUILDING, STRATEGIC INITIATIVES, INTEGRATED CAMPAIGNS, BRAND MANAGEMENT, PR, CORPORATE COMMUNICATIONS, CREATIVE DIRECTION, PARTNERSHIP

For over 12 years, I've led brand development, marketing communications, creative direction and content ecosystems across legacy brands, early-stage startups, wellness, luxury, technology and purpose-led platforms.

My approach combines intuition with structure, grounded in cultural fluency, emotional intelligence and commercial judgement.

WE ARE A BRAND COLLABORATIVE

BRAND IDENTITY AND
POSITIONING

CONTENT ECOSYSTEMS
AND SOCIAL STRATEGY

CREATIVE DIRECTION AND
BRAND PARTNERSHIPS

EXPERIENTIAL
MARKETING AND IP

PUBLICITY AND
STAKEHOLDER VISIBILITY

BRAND TRANSFORMATION
AND BUSINESS
MODELLING

MARKETING SYSTEMS AND
GTM STRATEGY

SUPPORTED BY A NETWORK OF TRUSTED
CREATIVE AND STRATEGIC PARTNERS

PORTFOLIO BRANDS

EMBER



Signature

VAT 69



SINCE 1883
BLACK DOG
SCOTCH WHISKY



TRADE MARK
THE SINGLETON

PALETTE

KALPATARU
PRIVÉ
ALTAMOUNT ROAD



mysa
ORGANICS

atn
CULTURE ZINE SINCE 2025

CATEGORIES

Across global portfolios, founder-led ventures, and emerging categories, I work closely with founders and leadership teams to define brand direction and lead the marketing, communications, and creative efforts required to grow and sustain it.



CONSUMER GOODS AND LIFESTYLE



CONSUMER TECHNOLOGY & SASS



HOME, KITCHEN TOOLS & APPLIANCES



REAL ESTATE, APPAREL, BEAUTY

SELECTED WORK



JOHNNIE WALKER BRANDS

BRAND CAMPAIGNS AND ADVOCACY
ECOSYSTEM



SINGLETON OF GLENDULLAN

EXPERIENTIAL BRAND LAUNCH AND
CAMPAIGNS



EMBER COOKWARE

RESEARCH, BRAND STRATEGY,
POSITIONING AND LAUNCH



SCOTCH HIPSTER

CULTURAL CAMPAIGN AND INFLUENCER
PLATFORM



BY THE NUMBERS

12+ BRANDS

LAUNCHED ACROSS GLOBAL AND INDIA
PORTFOLIOS

₹60CR+ ADVOCACY

ECOSYSTEM

BUILT ACROSS LUXURY PORTFOLIOS

10,000+ CREATORS AND ADVOCATES

CAMPAIGNS AND LONG-TERM PROGRAMMES

MULTIPLE GLOBAL AND INDIA-FIRST LAUNCHES

ACROSS DIAGEO, LEECO PORTFOLIOS AND NEW
VENTURES

CROSS-FUNCTIONAL LEADERSHIP

MARKETING, SALES, LEGAL AND GLOBAL TEAMS

INTEGRATED MARKETING ECOSYSTEMS

PAID, OWNED AND ORGANIC CHANNELS

WHAT THEY SAY

“Kornica was instrumental in building Ember Cookware from the ground up. Together, we developed everything from naming and identity to positioning, packaging, and storytelling. The brand feels ours intuitively and strategically aligned to the vision.”

Founder, Ember Cookware

“We come from commercial backgrounds and didn’t know much about building a brand. Working with Kornica helped us clarify how to build across multiple markets.”

Founders, Luxury Perfume Company

“Kornica developed a full brand positioning framework for us, from brand voice to value systems. She helped us define who we are and how to connect with our audience.”

Sales Head, AI and EdTech Startup



WAYS WE CAN WORK TOGETHER

FULL-TIME BRAND AND MARKETING LEADERSHIP (IN-HOUSE)

FRACTIONAL BRAND AND MARKETING PARTNER FOR GROWING TEAMS AND ORGANISATIONS

STRATEGIC BRAND PROJECTS AND CAMPAIGNS LED THROUGH MY STUDIO AND PARTNER NETWORK



A THOUGHT NARRATIVE

A Thought Narrative is the editorial extension of the brand studio. We are a digital magazine that explores brand behaviour, people in culture and marketing systems through essays, observations and original commentary.



CULTURE
ZINE

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2025



Talk To Me

If this resonates with you, I'd love to continue the conversation.

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