



Turning research inputs into structured decision evidence

Helping primary research carry further than the readout.

Pulse AI is the senior pharma strategy and insight consultancy.

Unity Arc™ is the system we run on.

Together, they help MR, insight, and brand teams turn familiar research inputs into structured decision evidence.

Same research investment. More decision value. Stronger strategy transfer.

Primary research should not only explain response. It should help strategy hold.



02 · THE HOOK

A successful narrative can still stop moving the brand.

A global brand had a strong, well-established narrative.

The story was clear. The audience understood it. The claims were credible.

The direction still made sense — but commercial momentum had plateaued.

Standard feedback suggested the narrative was still working. Market response suggested something else.

01

The question was no longer

“Do people understand it?”

02

The question became

“Is it still changing how people think, decide, and act?”

Audience understanding is not the same as brand momentum.



03 · THE REAL MR CHALLENGE

The issue is not getting insight. It is moving insight through the organisation.

Primary research already helps teams understand audience response. The harder job comes after the readout — moving the insight into the decisions where strategy actually lives.

THE INSIGHT HAS TO MOVE INTO

● Brand decisions

● Agency briefs

● Creative development

● Local market adaptation

● Launch planning

● Leadership alignment

Not because the research is weak. Because the evidence is not always structured to travel.



04 · THE FAILURE POINT

Great strategy weakens when the logic does not carry forward.

A strong readout can still lose force after the meeting.

01

Brand teams remember the headline

But not always the underlying decision logic.

02

Agencies inherit findings

But not always the mechanism behind the recommendation.

03

Markets adapt execution

But may unintentionally shift the meaning.

04

Leadership sees agreement

But not always enough confidence to commit.

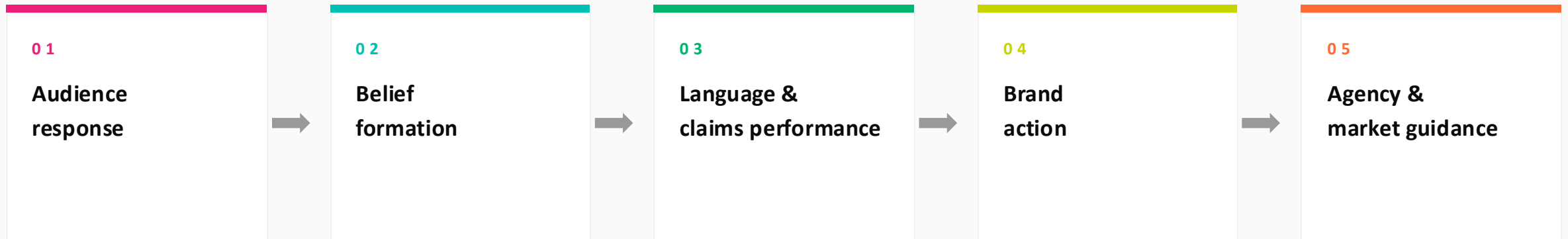
The problem is not insight quality. The problem is transfer.



05 · THE SHIFT

From research findings to a data chain for decision-making.

Modern pharma needs primary research to do more than report what audiences said. It needs a clearer chain from response to decision.



The output is not just a better readout. It is decision evidence the organisation can use.



06 · WHAT UNITY ARC ADDS

Same input. Three system layers. More decision value.

Underneath every Unity Arc engagement, the same three layers structure how evidence is read.

01

Human Truth

What people say, choose, rate, question, resist, or prioritise through qualitative or quantitative evidence.

02

Belief Mechanics

How response forms, strengthens, weakens, or stalls across understanding, credibility, relevance, motivation, and fragility.

03

Linguistic Patterns

Which words, claims, and narrative structures carry meaning, confidence, and action, and which weaken under exposure.

Three system layers. Multiple decision outputs.



07 · WHY THE LAYERS MATTER

They turn evidence captured into evidence carried.

A standard readout can show what audiences said. Unity Arc helps show what the response is doing.

01

What formed

What meaning the audience actually constructed.

02

What stalled

Where belief formation slowed, weakened, or became fragile.

03

What carried

Which words, claims, and structures created confidence and action.

04

What to do next

What to back, fix, flex, protect, brief, or test further.

This is how primary research becomes more useful after the readout.



08 · RLST DECISION FORCES

Clarity does not equal impact.

Clear, credible strategy can still stall in the market. What moves a brand decision is the belief structure underneath — and how that belief behaves across four decision forces.

01

REFRAME

Does the idea change how people think?

02

LAND

Does the message make immediate sense in the audience's world?

03

STICK

Does belief hold, persist, and resurface?

04

TIME

Does belief grow, hold, or fade over time?

Standard research shows what people accept. Unity Arc shows whether the idea has the belief structure to scale.



09 · HOW IT FITS EXISTING RESEARCH

No disruption to the research workflow.

Unity Arc does not ask teams to change how they commission research. The research still runs normally.

01

Same familiar inputs

Qualitative and quantitative evidence remain recognisable.

02

Same human craft

Moderation, interpretation, and strategic judgement remain human-led.

03

Same project rhythm

No SOP overhaul. No replacement of existing research partners.

04

Stronger output

The readout becomes more structured, more useful, and easier to act on.

Pulse AI brings the strategic judgement. Unity Arc structures the evidence.



10 · WHERE TO THINK ABOUT US FIRST

Use Pulse AI + Unity Arc where the readout has to become a decision.

The best entry points are the moments where insight needs to travel further.

01

Target Product Profile

Calibrate the TPP against belief, not consensus.

02

Audience understanding

Map what audiences are ready to believe — before positioning is written.

03

Positioning

Positioning territories are read against belief shape — not just clarity.

04

Brand expression

Narrative, message, creative — calibrated together..

05

IVA · Brand asset

Page-by-page asset performance.

Different research moments. One way to structure the evidence underneath.



11 · FROM BETTER AD HOC TO BRAND PARTNERSHIP

Start with one project. Build the decision chain over time.

The first project proves the value. Repeated engagements turn ad hoc strength into a stronger evidence base — so the brand stops restarting the logic with every new brief.

STAGE 01 · PROJECT

First engagement

A single Unity Arc engagement makes one research project more decision-useful.

STAGE 02 · PROGRAMME

Repeated engagements

Apply the same layers across positioning, narrative, message testing, creative, and launch.

STAGE 03 · PARTNERSHIP

Earned over time

The brand stops restarting the logic with every new brief. The evidence becomes more useful.

REPEATED ENGAGEMENTS BUILD STRENGTH ACROSS

● Target Product Profile

● Audience understanding

● Positioning

● Brand expression

● IVA · Brand asset

● Global core /local flex

The partnership grows because the evidence becomes more useful.



Turning research inputs into structured decision evidence

Pulse AI + Unity Arc help primary research drive better decisions.

The value of research is not only what it reveals in the readout. It is what it helps the organisation decide, protect, brief, adapt, and execute afterwards.

PULSE AI

Strategic judgement

The senior pharma strategy and insight consultancy guiding interpretation and recommendation.

UNITY ARC

Structured evidence

Human Truth, Belief Mechanics, and Linguistic Patterns — the system underneath the readout.

TOGETHER

Decision chain

Audience response becomes decision evidence built for modern pharma.

Start with one project. Create more decision value. Build the partnership from there.