



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.

WHAT UNITY ARC ADDS

Same input. Three system layers. More decision value.

<p>0 1</p> <p>Human Truth</p> <hr/> <p>What people say, choose, rate, question, resist, or prioritise through qualitative or quantitative evidence.</p>	<p>0 2</p> <p>Belief Mechanics</p> <hr/> <p>How response forms, strengthens, weakens, or stalls across understanding, credibility, relevance, motivation, and fragility.</p>	<p>0 3</p> <p>Linguistic Patterns</p> <hr/> <p>Which words, claims, and narrative structures carry meaning, confidence, and action — and which weaken under exposure.</p>
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WHAT THIS GIVES TEAMS

Better evidence after the readout.

<p>0 1</p> <p>Better readouts</p> <hr/> <p>More structured evidence from the research already being commissioned.</p>	<p>0 2</p> <p>Better decisions</p> <hr/> <p>Clearer direction on what to back, fix, flex, protect, brief, or test further.</p>	<p>0 3</p> <p>Better handoffs</p> <hr/> <p>Stronger transfer into brand decisions, agency briefs, market adaptation, and execution.</p>	<p>0 4</p> <p>Better reuse</p> <hr/> <p>Learning compounds across engagements instead of resetting with every new brief.</p>
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