



LIVE NARRATIVE INTELLIGENCE

Win neighborhood by neighborhood.

Polls show where opinion was. Pharos shows where momentum is moving next, at the resolution of a city block, and what to do about it.

RESOLUTION

Block-Level

REFRESH

Live · Weekly

COVERAGE

240K Neighborhoods

BUILT FOR

Live Races

01 · WHAT PHAROS IS

A narrative intelligence platform for live political environments.

We surface how public discourse is moving, where it's landing, who's persuadable, and where to act first. Calibrated to the race or ballot you're running, refreshed live, scored at the resolution of a city block.

02 · THE ENGINE

Five layers of intelligence, working together.

LANGUAGE	AI/LLM interpretation of framing, theme, and narrative structure.
BEHAVIORAL	Moral foundations and persuasion asymmetry analysis.
GEOGRAPHIC	Census Block Group resolution, rolled up to ZIP, district, DMA.
DATA	News, discourse, legislative, paid + earned media, custom inputs.
ACTIVATION	Briefings, audiences, recommendations, deployment-ready outputs.

03 · INTELLIGENCE MODULES

Modular Scapes, calibrated by environment.

RaceScape™

BallotScape™

IssueScape™

AdScape™

HyperScape™

LIVE ENVIRONMENTS 4 Federal, statewide, ballot, and activation cases validated to outcome.	ACTIVATION LIFT +3.4pp Net favorability gain in Pharos-targeted markets vs. control.
BALLOT ACCURACY ±1.4 pts Statewide referendum predicted within 1.4 points of outcome.	OUTPERFORMANCE 2–4x Pharos-informed markets outperformed control across activation case.

05 • FEATURED CASE

FEDERAL RACE • GA-14 JUNGLE PRIMARY

Called the top two. In order.

Pharos identified the likely top finishers before Election Day, while public prediction markets pointed elsewhere.

PHAROS CALLED Harris 1st • Fuller 2nd ✓	MARKETS SAID Fuller @ 91%
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06 • HOW YOU ENGAGE

- 01 Complimentary Intelligence Briefing**

A live narrative snapshot of your race or ballot. Walked through by a strategist.
- 02 Live Intelligence Monitoring**

Subscription intelligence. Recurring signal updates, strategic alerts, narrative measurement.
- 03 Audience Activation**

Hyperlocal audience deployment across paid, earned, and field channels.

Request a complimentary briefing on your race or ballot.

Built around your environment. Walked through by a Pharos strategist.

Request a Race Brief →

Talk Strategy

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