

THE NEURODIVERGENT PROJECT

A Social Norms campaign for Monster Jam fans with sensory issues.

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Executive Summary

Purpose

Monster Jam is a touring, live, family event that features loud, gigantic trucks racing and doing stunts at stadiums and arenas. In addition to live events, this global brand has millions of followers on YouTube and is a top seller of branded merchandise at retail stores.



Image Sources: (Feld/Amazon/YouTube)

Monster Jam has a significant number of young, neurodivergent fans who stream MJ content and purchase its toy trucks but are challenged to attend its live events due to triggering elements like loud noise, pyrotechnics and large crowds. To address this, parent company Feld Entertainment has embarked on an initiative called The Neurodivergent Project.

This campaign will target the parents of young MJ fans who deal with sensory issues. It will highlight the resources available to them, like distanced seating, noise cancelling headphones and quiet rooms and encourage the trial of these resources. The campaign will deploy a Social Norms strategy that welcomes these families to Monster Jam and shows how they can be comfortable at MJ events. It will encourage database opt-ins so these fans can receive future communications about sensory resources available at Monster Jam events.

Objectives

- Deploy a Social Norms strategy that welcomes parents to Monster Jam and shows families like them comfortably enjoying Monster Jam's live events
- Highlight the resources available to neurodivergent MJ fans including sensory kits, quiet rooms, distanced seating and special venue access
- Encourage parents to sign up for emails and communication advising them of sensory resources available when they attend a Monster Jam event

Target Audience

Parents 25-49 with Kids 2-11 who deal with heightened sensitivities to noise, crowds and triggering elements of live events due to neurodivergence like ADHD and the autism spectrum.

Approach

Utilize a Social Norms strategy that reframes perceptions of Monster Jam as loud, crowded events by incorporating inclusive messaging and showing families experiencing Monster Jam in relaxed, comfortable settings.

Weave messaging about sensory resources into Monster Jam's live events and digital campaigns, which will drive customers to a landing page, where they can sign up and learn more about the resources available to them.

Market Testing

Focus group interviews were conducted with parents whose children deal with various neurodivergent conditions, including ADHD, anxiety and the Autism spectrum. The focus group consisted of six parents who were interviewed twice, in a live setting. Parents were asked about their perceptions of Monster Jam events, their kids' experience at Monster Jam related to sensory issues (if they'd attended), and their motivations to attend future MJ events.

In the first focus group session, parents were asked to evaluate creative materials (poster, web art and landing page) that referenced neurodivergent resources at MJ events. They were asked if these materials would change their perceptions, motivate them to attend a future Monster Jam event and sign up for communications about ND resources at MJ events.

In the second focus group session, the same participants were shown revised creative that incorporated their feedback, including inclusive language like "You Belong Here," and images of families attending Monster Jam in quiet, comfortable settings.

The most prominent themes that emerged in the first session were the need for parents to access sensory information in advance, so they could plan their customer journey at Monster Jam and avoid triggering events. Parents also were encouraged to see inclusive language acknowledging their struggles but wanted to see examples of these sensory resources.

This feedback was incorporated into a second round of creative, which featured more detailed information about quiet rooms and sensory kits as well as images of families sitting in quiet rooms, wearing noise cancelling headphones and enjoying Monster Jam in a comfortable setting.

Materials and Dissemination

Based on feedback from the target audience, three messaging products were developed:

- 1) A digital ad promoting Monster Jam events that includes sensory messaging to encourage parents of kids with sensory issues to learn more *prior to* the event
- 2) Poster art to target parents at Monster Jam events to learn more about ND resources
- 3) A landing page on monsterjam.com with ND information and a sign-up link

The digital ads promoting sensory messaging will be woven into the digital campaigns promoting each event. These ads will drive customers with interest in sensory resources to the landing page monsterjam.com/ndhelp. The poster artwork will be displayed at Monster Jam events to drive MJ fans who may be experiencing sensory challenges to the landing page. The landing page will feature sensory information, FAQs and a database opt-in link for parents to receive more information about sensory resources at MJ events.

STATEMENT OF NEED

Description of Issue

Based on feedback from Feld Entertainment Customer Service and comments on MJ social media channels, parents of children with sensory challenges have confirmed their affinity for the MJ brand and their desire to attend live MJ events. They have also voiced concerns that attending a live MJ event will overwhelm their kids due to sensory issues. These families have requested quiet rooms, private entrances and sensory kits to ensure they have a positive experience.

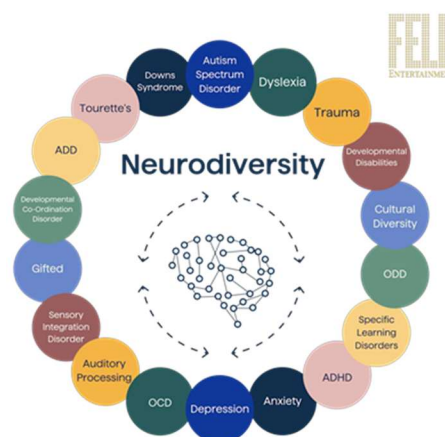
While these resources exist at some of the venues where MJ plays, the info is not easily accessible. To highlight these resources, a landing page will provide ND-related information for these families.

Digital ads promoting MJ will drive audiences to this site and posters at MJ venues will also appeal to audiences who attend MJ events.

Source: (Feld Entertainment)

Target Audience

The target audience for this campaign is vast, as neurodivergence encompasses a broad array of conditions:



Source: "Neurodiversity University" SmartPants

However, targeting the parents of kids with sensory challenges who also have affinity for or interest in Monster Jam narrows the target.

APPROACH

Theoretical Groundings

Social Norms Definition: Social norms are beliefs and values within a given culture or community that shape attitudes and decisions by the people in the community. Social norms are enforced by social approval, peer pressure, and conformity, and serve to maintain social order, cohesion, and stability within societies.

Social Norms campaigns typically seek to reframe audience perceptions and influence decisions by individuals in a group.

In this case, there are strong, negative perceptions among parents of neurodivergent children that Monster Jam events are loud and crowded (which they are), making them inaccessible to parents of children with sensory issues.

By addressing these perceptions directly, with verbiage like “Too Loud?” and “Need Space?”, then directing audiences to a landing page with images of families enjoying Monster Jam comfortably in quiet rooms, the campaign seeks to acknowledge and then reframe negative audience perceptions.

Source: NSNC



MESSAGING

The Neurodivergent Project campaign addresses the real concerns from parents of kids with sensory challenges about potentially triggering elements at Monster Jam.

The campaign acknowledges these risks, then paints a clear picture how they can be avoided, with visual examples and welcoming language designed to ease these parents' concerns.

Objectives

- Address the real concerns of parents of Monster Jam fans who have sensory issues about the noise, crowds and potentially triggering elements of Monster Jam
- Shift negative perceptions through a Social Norms strategy that welcomes these families and shows how they can be comfortable at MJ events
- Encourage trial and database opt-ins so these fans can continue to experience Monster Jam live

Key Audience Messages

- “Too Loud?” or “Need Space?” messages direct parents to landing page monsterjam.com/ndhelp
- “You Belong Here” messaging welcomes these audiences
- Visual images of families in quiet rooms with sensory kits conveys calm, comfortable environments

Formats

- Web ads for event marketing campaigns
- Posters to display at live events
- Landing page with sensory resources, FAQs and database opt-in link

Market Testing

Focus group research took place in the Edmonds suburb of Seattle. One group of six parents with neurodivergent children met twice to discuss the sensory issues that affect their kids, the parents' attitudes toward attending Monster Jam, and participants' reactions to messaging inviting them to learn about the sensory resources available to them at Monster Jam events.

Key themes included the importance of pre-planning in advance of events, direct communication that acknowledged parents and kids' challenges and clear information and examples of the resources available to them.

Focus Group Recruitment

In our community in Edmonds, we know several parents of children who deal with sensory issues. Our kids' school also specializes in helping neurodivergent children, so focus group participants were recruited from the Edmonds community and Edmonds Heights school. Parents in the community were solicited personally and parents from Edmonds Heights were invited to participate via the community Facebook page. The school provided a conference room where participants met two times, for 90 minutes, for each session.

Focus Group Participants & Protocols

To evaluate creative messaging for the Neurodivergent Project campaign, one focus group of 6 parents of children with sensory issues was convened two times. The goals of the focus group interactions were:

- Understand parents' challenges and concerns and gauge interest in attending Monster Jam live events
- Share the initial creative and messaging about the resources available to families of kids with sensory issues at Monster Jam and receive creative feedback
- Evaluate revised creative and messaging that incorporated parents' initial feedback, gauging its effectiveness to encourage parents to attend a Monster Jam event and sign up for information about future MJ events

Emergent Themes

- Direct acknowledgment of barriers like loud noise and crowds at MJ events builds trust
- Inclusive messaging and examples of ND resources were effective at encouraging trial
- Preparation tools *in advance of events* are essential for trial and conversion
- Creative is effective when paired with clear, actionable support

Emergent Themes

Be Direct! Messaging that acknowledged Monster Jam events were “Too Loud” or that families might “Need Space” were well-received and made these families feel seen and heard

Be Inclusive-Messages like “You Belong Here” and “We got you” helped change perceptions that Monster Jam was “not for them.”

Show Examples-Photos and images of kids and families sitting comfortably in Quiet Rooms with noise-canceling headphones at Monster Jam events were reassuring to participants

Media Product Revisions

The original creative materials included verbiage that addressed potential challenges like noise and crowds, then directed the audience to the MJ landing page for more information. Initial focus group feedback indicated participants wanted to learn more about these resources in the creative messaging and general sentiment was that Monster Jam wasn’t an event for them, given their kids’ sensory issues.

Based on this feedback, poster art and landing page artwork were revised to include inclusive language like “You Belong Here” and photos of families in quiet rooms, using sensory kits and enjoying Monster Jam in a comfortable environment. These revisions were well received by the focus group in the second session, indicating a higher likelihood to visit the landing page, attend a Monster Jam event and sign up for future communications.

Below are examples of the original artwork and subsequent revisions that incorporated feedback from the focus groups. A second version of the poster artwork was created with inclusive language and specific information about sensory resources. The web ads remain the same due to size and copy limitations. On the landing page, a second page under “Resources for Families” was added with imagery of families in quiet spaces, using sensory kits at Monster Jam events.

For more details on Focus Group Recruitment, Participant Profiles, Protocols, Transcripts and Creative Feedback, see Appendixes A, B, C & D

MEDIA PRODUCT 1: POSTER

Version 1



Version 2



Dissemination Plan

- Display at all arenas and stadiums where Monster Jam plays in 2027 (Approx. 100 events)
- Duration-All MJ events in 2027 (1-year)
- Frequency: 10-20 posters will be on display at over 100 MJ events in 2027, reaching an estimated two million patrons

MEDIA PRODUCT 2: Web Ads



Dissemination Plan

- Include web ads in rotation for all digital campaigns promoting 2027 MJ events
- Duration-November '26 to April '27 (6 months)
- Frequency-Each digital campaign runs 6 weeks x 100 campaigns=600 weeks (overlapping)

MEDIA PRODUCT 3: Landing Page

Landing Page



Resources for Families



Dissemination Plan

- Build site in summer 2026 to go live in fall of 2026
- Duration-Landing page will be active continuously, starting in fall 2026
- Frequency: Traffic from web ads and posters will drive customers to a landing page with FAQ's, sensory resources information and a sign-up link for future sensory info on Monster Jam

IMPLICATIONS



NEED SPACE?
WE'VE GOT PLACES TO TAKE A BREAK.

Our Quiet Rooms are calm, low-sensory spaces for you and your family.

QUIET ROOMS
 Lower lighting, soft seating, and a peaceful space.

SENSORY TOOLS
 Noise-canceling headphones available to borrow.

FRIENDLY STAFF
 Trained team members here to help.

MONSTER JAM
BECAUSE EVERY FAMILY DESERVES A GREAT DAY OUT.
 LEARN MORE AT [MONSTERJAM.COM/NDHELP](https://www.monsterjam.com/ndhelp)

TOO LOUD?
YOU'RE NOT ALONE. WE'VE GOT YOU.

SENSORY GUIDE
 Know what to expect before you go.

QUIET SPACES
 Take a break when you need it.

FLEXIBLE EXPERIENCE
 Stay, step out, come back. It's okay.

MONSTER JAM
FAMILIES LIKE YOURS ATTEND. YOU BELONG HERE.
 LEARN MORE AT [MONSTERJAM.COM/NDHELP](https://www.monsterjam.com/ndhelp)

The Neurodivergent Project is a huge undertaking for Feld Entertainment that will require significant resources. To ensure these resources reach their intended audiences and motivate them to attend Monster Jam, a sophisticated marketing campaign will be required.

The focus group research from this project identified key challenges for the target audience, including advance notice of sensory resources available to them, direct language that conveys understanding of the challenges they face, and clear examples of the sensory resources that are available to them at Monster Jam.

This feedback resulted in creative messaging that addresses noise and crowd concerns directly, with inclusive language that welcomes the target audience and reframes negative perceptions. The creative also incorporates specific imagery and messaging about quiet rooms and sensory kits to assure audiences what they can expect.

The use of a Social Norms strategy to reframe negative perceptions was well received by focus group participants, making them feel heard and seen and motivating them to consider trial of Monster Jam events with their families.

References

Images: Feld Entertainment/amazon.com/YouTube.com, Monster Trucks Jam, *Epic Monster Trucks Racing & High-Speed Stunts on Forest Hill Track!*

Research on Monster Jam Customers provided by Feld Entertainment Customer Service

Source: “Neurodiversity University” SmartPants

NSSC-National Social Norms Center, Nov. 5, 2019, *Social Norms Message Creation Guide*

Appendix A

Focus Group Participant Profiles: Parents of Kids with Neurodivergence

Participant 1-Emily

Age: 40

Gender: Female

Children: Daughters Janaboo (12) and Sofi (10)

Neurodivergent / Sensory Considerations: Autism; selective mute, high sensitivity to loud noises, difficulty with unexpected changes

Additional Context: Attended Monster Jam once in a suite; children enjoyed the event, but the crowds were overwhelming. The suite provided space that made the event a positive experience.

Participant 2-Jeff

Age: 42

Gender: Male

Children: Two Sons, Owen (14) and Luis (12)

Neurodivergent / Sensory Considerations: ADHD with sensory sensitivities; easily overstimulated by noise and crowds

Additional Context: Has attended several Monster Jam events, and generally positive experiences with noise-cancelling headphones

Participant 3-Amy

Age: 40 (spouse to Jeff)

Gender: Female

Children: Two Sons, Owen (14) and Luis (12)

Neurodivergent / Sensory Considerations: ADHD with sensory sensitivities; easily overstimulated by noise and crowds

Additional Context: Has attended several Monster Jam events, and generally positive experiences with noise-cancelling headphones

Participant 4-Lauren

Age: 41

Gender: Female

Children: Taylor (12), Rachel (10) and Ian (8)

Neurodivergent / Sensory Considerations: Autism Spectrum, Sensory Processing Disorder; difficulty with loud environments and crowd density

Additional Context: Has attended a Monster Jam event; had leave early due to sensory overload

Participant 5-Brenda

Age: 43

Gender: Female

Children: Ella (12), James (10), Ali (8)

Neurodivergent / Sensory Considerations: ADHD; overwhelmed by multi-sensory environments (noise, lights, crowds). Heightened sensitivity to cramped spaces, long lines and noise.

Additional Context: Has attended multiple Monster Jam events and dealt with resistance to attend from children due to anxiety. Has managed in the past with noise cancelling headphones and special seating away from the crowds.

Participant 6-Nick

Age: 40

Gender: Male

Children: Brady (14), Barrett (12), Evy (10)

Neurodivergent / Sensory Considerations: Anxiety; ADHD, struggles with unfamiliar/unpredictable environments, sudden change and lack of personal space

Additional Context: Has attended multiple Monster Jam events and generally positive with noise-cancelling headphones. Crowds are sometimes an issue.

Appendix B

Focus Group Summary: Neurodivergent Families & Monster Jam Creative

Audience Overview

Parents of neurodivergent children (ages 25-54) with varying levels of experience attending live events, including Monster Jam.

Pre-Creative Perceptions

- Events perceived as too intense or overwhelming
- Major barriers include unpredictable noise, crowds, and sensory overload
- Emotional concerns include fear of judgment and risk of needing to leave early
- Many families avoid attendance altogether or over-prepare extensively

Reaction to Creative ("Too Loud?" / "Need Space?")

- Messaging strongly resonated with core concerns
- Seen as validating and empathetic rather than dismissive
- Communicated that Monster Jam understands neurodivergent families
- Created an emotional shift from exclusion to inclusion

Impact of ND Help Resources

- Access to pre-event information significantly reduces anxiety
- Sensory guides and preparation tools are critical decision drivers
- Signals that support is real, not just marketing
- Encourages exploration and consideration

Perception Shift

Before: "This is not for us"

After: "This might be possible with the right support"

Creative reframes Monster Jam as more inclusive and accessible.

Impact on Attendance Intent

- Increased willingness to consider attending
- Greater confidence in ability to manage experience
- Still requires reassurance and preparation tools
- Does not eliminate all concerns but lowers perceived risk

Opportunities for Improvement

- Provide more specific details about sensory accommodations
- Include visuals of quiet/sensory spaces
- Share testimonials from similar families
- Clearly communicate staff training and support
- Normalize leaving early or taking breaks

Appendix C

Focus Group Transcripts: Neurodivergent Families & Monster Jam Creative

Section 1: Attendance & Experience

Moderator: Thanks for being here. Let's start broadly—how often do you attend live events with your child?

P1: Rarely. Maybe once a year, and it takes a lot of planning.

P3: Same. It has to feel very predictable.

P2: We don't go often. We usually have an exit plan before we even arrive.

P5: We try more than we actually go. Sometimes we cancel last minute.

P4: We go occasionally, but we're cautious because of past experiences.

P6: We go, but only to places we trust.

Section 2: Experience with Monster Jam

Moderator: Have you attended Monster Jam, or considered going?

P1: We went once. My son loved the trucks, but the noise was overwhelming.

P2: We haven't gone—I assume it would be too loud.

P3: I've seen ads, but it looks intense.

P4: We've been a few times. My child enjoys parts, but we've left early before.

P5: We went once and left halfway through.

P6: We went last year. It was exciting, but we weren't prepared for how loud it would be.

Section 3: Barriers & Sensory Challenges

Moderator: What are the biggest challenges?

P3: The unknown—not knowing how loud or crowded it will be.

P1: Unpredictability is the hardest part.

P2: Noise is a major trigger.

P5: It's everything combined—noise, lights, crowds.

P4: You don't know when the loudest moments are coming.

P6: Once my child is overwhelmed, we have to leave.

Section 4: Coping Strategies

Moderator: What do you do to manage these situations?

P2: Noise-canceling headphones.

P1: Comfort items, snacks—anything familiar.

P3: We prepare ahead of time as much as possible.

P5: I look for exits immediately.

P4: We sit near aisles.

P6: We over-prepare because we have to.

Section 5: What Would Help

Moderator: What would make events more accessible?

P3: Clear information ahead of time.

P1: A sensory guide.

P2: Quiet spaces.

P5: Staff who understand.

P4: Knowing we won't be judged.

P6: Flexibility to step out and return.

Section 6: Creative Reaction

Moderator: What's your immediate reaction to the 'Too Loud?' and 'Need Space?' ads?

P1: This is the first time I've felt like they're thinking about families like mine.

P3: 'Too Loud?' speaks directly to my biggest concern.

P2: It's reassuring—they understand what might be difficult.

P5: It's exactly what I worry about before going.

P4: It feels intentional, not generic.

P6: It changes how I see Monster Jam.

Section 7: Reaction to 'Too Loud?'

P2: That's why we haven't gone.

P1: It shows they're not ignoring the issue.

P5: It validates the concern.

P3: I'd want to learn more immediately.

P6: It lowers the fear.

P4: It's honest—you're not pretending it's not loud.

Section 8: Reaction to 'Need Space?'

P3: That really resonates.

P1: It suggests there's somewhere to go.

P5: That's the difference between staying and leaving.

P4: It signals flexibility.

P2: I'd want more details, but it's strong.

P6: It makes it feel manageable.

Section 9: Reaction to ND Help Resources

P1: That's huge—I need information before committing.

P3: Preparation is everything.

P2: It makes me more likely to try.

P5: It reduces anxiety.

P4: It shows they're backing it up.

P6: I'd definitely check the site first.

Section 10: Perception Shift

P6: It went from 'not for us' to 'maybe.'

P1: It feels more inclusive.

P2: I'd consider it now.

P3: It opens the door.

P5: It builds trust.

Section 11: Attendance Intent

P2: Yes, if I can review resources first.

P3: I'd consider it now.

P1: I'd try again, better prepared.

P5: It gives me confidence.

P4: It increases likelihood.

P6: Yes, because it feels more supported.

Section 12: Final Recommendations

P1: More specifics about support.

P2: Real examples from families.

P3: Step-by-step planning guidance.

P5: Visuals of quiet spaces.

P4: Clear mention of trained staff.

P6: Reassurance that stepping away is okay.

Appendix D

Focus Group Transcription: Reaction to Revised Creative

Section 1: Initial Reactions

Moderator: You've now seen the updated posters and landing page. What stands out to you right away?

P1: This feels much clearer than before. The message is immediate—especially “Too Loud?”

P3: It feels more direct and supportive, not overwhelming.

P2: The tone feels like it's actually for us.

P5: The quiet room image helps—I can picture it.

P4: It's more practical now.

P6: It feels honest and helpful.

Section 2: Reaction to 'Too Loud?' Poster

P2: I would actually read this now instead of avoiding it.

P1: 'You're not alone. We've got you.' feels supportive.

P5: I like that it gives solutions right there.

P3: It acknowledges the problem upfront.

P6: 'You belong here' really stands out.

P4: It balances intensity with support.

Section 3: Reaction to 'Need Space?' Poster

P3: Seeing the actual quiet room changes everything.

P1: It makes it real.

P5: This would have helped us stay longer.

P2: I didn't know this existed.

P4: The visuals make it feel calm.

P6: This gives me confidence.

Section 4: Reaction to Landing Page

P1: This is what I need before buying tickets.

P3: It's organized and clear.

P2: The testimonial makes it feel realistic.

P5: It feels achievable.

P4: Planning tools are key.

P6: It feels like a real system.

Section 5: Perception Shift

P6: From 'not for us' to 'maybe.'

P2: It lowers risk.

P1: It feels more inclusive.

P3: It feels manageable.

P5: I feel more confident.

P4: We can do it our way.

Section 6: Attendance Intent

P2: I would consider attending now.

P3: I would plan for it.

P1: I would try again.

P5: It gives confidence.

P4: It increases likelihood.

P6: It feels possible.