



# Transforming the fan, player, and employee experience

## Why This Matters

~1.2B

neurodivergent people globally<sup>1</sup>

79%

of autistic people report feeling socially isolated, with sensory overwhelm<sup>2</sup>

Nearly

90%

of autistic people experience some form of sensory hypersensitivity. This can include touch, smell, and hearing.<sup>3</sup>

Gen Zs aged

25+

are more likely to overspend for convenience and accessibility<sup>4</sup>

1 in 5 people are neurodiverse<sup>5</sup>

## Opportunities for Innovation

### Customer Experience (CX) Solutions

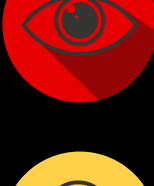
Sensory-smart upgrades transform environments from overwhelming to inviting

### Employee Experience (EX) Solutions

Redesigned systems help neurodivergent staff perform at their best

#### SEE:

Visual fan guides, directional icons, color-coded seating for calm zones



#### SEE:

Predictable backstage zones, low-stimulation signage, clear visual SOPs

#### HEAR:

Options for low-audio streams, captions, and closed-loop PA systems



#### HEAR:

Ear defenders for staff, light cues for task alerts, backstage noise zoning

#### TOUCH:

Smooth-surface seating, weighted giveaways, tactile wayfinding options

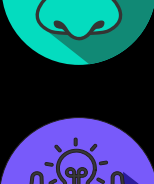


#### TOUCH:

Uniform choices with non-irritating textures, ergonomic wearable tech

#### SMELL:

Scent-free lounge options, minimal food court odor spillage



#### SMELL:

Zoned cleaning schedules to avoid peak smells, ventilation pathway

#### UNDERSTAND:

Event run-through videos, simplified interface for ticketing and scheduling



#### UNDERSTAND:

Visual shift assignments, just-in-time reminders, modular training moments

## Where It Shows Up

### At the Stadium

- Visual “Know Before You Go” guides for ticket holders
- Sensory zoning in seating areas and concourses
- Branding experiential events with accessible entrances
- Inclusive signage and low-sensory concessions



### In the Locker Room

- Visual daily routines, quiet prep zones, modular game-day planning tools
- Coaching frameworks for routine flexibility and burnout prevention
- Customizable lighting and texture-safe uniforms



### On the Field & Sidelines

- Non-verbal playbooks and alternative communication tools
- Real-time sensory support
- Visual cues for timing, drills, and pacing for ADHD support



## What Neuroverse Builds

As Havas’ Center of Excellence for neurodivergent inclusion, the Neuroverse designs creative assets, fan-facing tools, and internal experiences that remove barriers across touchpoints:



“Know Before You Go” guides with visual walk-through



Responsive signage and sensory zoning maps



Universal design and accessible branding



Adaptive merchandise kits and broadcast overlays



Visual SOPs for staff, coaching aids for talent



AR/VR wayfinding and onboarding modules

## The Future of Fandom

Gen Z’s attention is split, but they reward the brands that design for them. In sports and entertainment, this approach starts with experiences built around the full spectrum of minds.<sup>6</sup>

Let’s turn passive fans into lifelong superfans through access—not assumptions.

HAVAS

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