



I.M.P.A.C.T. · EXPERIENTIAL IMPACT REPORT

ADOBE CANNES TAKEOVER 2026

Adobe's largest-ever Cannes investment — headline partner of Lions Creators at Creator Beach, with Firefly-powered creator experiences across the Croisette. Scored against Gradient's six-dimension experiential methodology.

88/100

SCALED I.M.P.A.C.T. SCORE

● EXCEPTIONAL

I.M.P.A.C.T.

01 — THE ASSESSMENT

THE I.M.P.A.C.T. SCORE

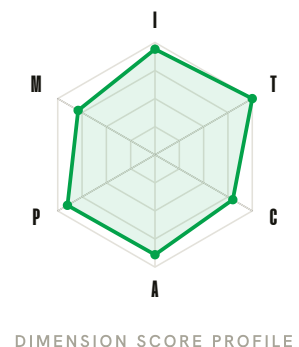
Adobe staged its largest-ever Cannes Lions investment at the 2026 festival, themed 'From idea to impact' and led by Chief Content and Creative Officer Stacy Martinet. The activation spanned Creator Beach behind the Palais (June 22 to 26), where Adobe served as the first-ever headline partner of Lions Creators, the festival's creator-focused track. Adobe's footprint extended to the Majestic Hotel Adobe Terrace, the Palais Parvis via client L'Oreal's personalization showcase, Pinterest Beach, Stagwell Sports Beach, and The Female Quotient Beach, alongside a Croisette-wide out-of-home

campaign across static and video city screens. Key experiences included the Firefly Camera at Creator Beach, a self-serve API-powered tool rendering attendees into personalized Cannes-themed scenes, and the invite-only Adobe Boutique at the Majestic Hotel, where guests completed a style quiz and received a custom Firefly-generated tote bag. The entire activation was built using Adobe's own tools: Firefly, Firefly Boards, Frame.io, and Creative Cloud, producing 151 print deliverables, 173 videos across 24 screens, and over one million rendered frames.

DIMENSION	PERFORMANCE	RAW
I Integrated	<div style="width: 94%;"><div style="width: 94%;"></div></div> 94%	17/18
M Measurable	<div style="width: 79%;"><div style="width: 79%;"></div></div> 79%	15/19
P Participatory	<div style="width: 90%;"><div style="width: 90%;"></div></div> 90%	18/20
A Affective	<div style="width: 89%;"><div style="width: 89%;"></div></div> 89%	16/18
C Community-Building	<div style="width: 80%;"><div style="width: 80%;"></div></div> 80%	12/15
T True-to-Brand	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	13/13
TOTAL SCORE	<div style="width: 88%;"><div style="width: 88%;"></div></div> 88%	91/103

Each bar shows the dimension as a percentage of its maximum.

<p>SCORE BAND</p> <p>Scores of 75-100 are Exceptional. The experience excels across nearly every dimension and sets the benchmark for the field.</p>	<p>BENCHMARKS</p> <p>Exceptional: Kiehl's Krawl 80. Strong: Macallan 74 · Veuve EOTS 71. Solid: Dom Pérignon 58.</p>
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02 — STRENGTHS & UNTAPPED POTENTIAL

WHERE IT WINS, WHERE IT GROWS

AREAS OF STRENGTH

True-to-Brand *100%, the product is the experience*

Adobe's Cannes Lions takeover achieves the highest possible True-to-Brand score because the product is the experience. The entire visual system, 151 print deliverables, 173 videos, over one million rendered frames, was built using Firefly, Firefly Boards, Frame.io, and Creative Cloud. No competitor could have produced this activation: it is a live, public proof of concept for Adobe's AI-powered creative suite.

Brand name, the Adobe red visual identity, brand imagery, and campaign phraseology ('Made to Create,' 'From idea to impact') were captured and distributed across every venue and channel.

Integrated *94%, a near-total footprint*

Adobe's channel footprint at Cannes Lions 2026 is near-total. Physical owned venues include Creator Beach (headline sponsor) and the Majestic Hotel Adobe Terrace. Partner physical touchpoints include the Palais Parvis, Pinterest Beach, Stagwell Sports Beach, and The Female Quotient Beach. OOH ran across Croisette billboards and city screens in static and video formats. Press coverage spanned Adweek, Digiday, The Wrap, GuruFocus, and the Washington Post.

A dedicated microsite, Adobe's own blog, brand social channels, and post-event follow-up communications completed a channel strategy that leaves virtually no major touchpoint unclaimed.

AREAS OF WEAKNESS

Measurable 79%, rich output, unconfirmed reach

Adobe published extraordinary production metrics: 151 print deliverables, 173 videos across 24 screens, and 1.19 TB of data. These figures confirm the scale of content generated but do not constitute audience-facing results. No confirmed impressions, reach, AVE, UGC volume, Firefly Camera usage numbers, or Boutique attendee counts were available at scoring.

Adobe's CCO noted that the team reviews conversational metrics and sentiment post-festival; those results, when available, would meaningfully lift this dimension.

Community-Building 80%, three-way creator dialogue

Creator Beach enabled three-way communication between Adobe, creators, CMOs, and agency partners, with a podcast studio and editing suite providing hands-on collaboration space. Post-event follow-up is confirmed. However, at festival scale, the activation operates more as a broadcast platform than as an intimate community engine. Deepening structured community touchpoints, cohort programming, invite-only roundtables, or a named community continuation, would lift this dimension in future activations.

PRIORITY MOVE

PUBLISH THE CREATOR BEACH NUMBERS.

Audience-facing results from Creator Beach and the Boutique are the clearest path to score improvement: Firefly Camera usage, Boutique attendee counts, and content-output volume would quantify an experience that is already exceptional in every other dimension.

03 — THE CONVERSATION

LET'S FINALIZE THIS REPORT

The score is a starting point, not a verdict. This assessment draws on public information, your insider knowledge could move these results. Each question below, answered, scores the experience up.

M MEASURABLE

- Impressions and reach across OOH, social, and earned media
- Firefly Camera usage volume at Creator Beach
- Adobe Boutique attendee count and tote bags produced
- AVE from Adweek, Digiday, The Wrap, and other outlets
- Post-event sentiment and conversational metrics (as noted by CCO)

A AFFECTIVE

- Sentiment data from social listening or post-festival polling
- Confirmed attendee breakdown: creators vs. CMOs vs. agency execs

C COMMUNITY-BUILDING

- Structured post-event follow-up cadence for Creator Beach attendees
- Creator or CMO cohort programming details beyond open beach access

This score does not define overall event success. It identifies where an experience excels, and where untapped potential still exists.

Gradient Experience is a boutique experiential strategy and production studio. The I.M.P.A.C.T. Methodology, developed by Dr. Sam Sterling (DBA, Masters in Business Research), is a proprietary scoring framework that reflects a weighted composite across six dimensions of experiential marketing effectiveness: Integrated, Measurable, Participatory, Affective, Community-Building, and True-to-Brand.



PAULINE OUDIN

CEO · GRADIENT EXPERIENCE

— THE CONVERSATION

OPEN TO A 15-MINUTE CONVERSATION?

This assessment draws on publicly available information. Your insider knowledge of this project could meaningfully change these results, let's finalize the report together.

[BOOK THE CONVERSATION →](#)

pauline@gradientexperience.com

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