



GRADIENT

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

ADWEEK HOUSE CANNES 2026

Adweek's six-day 'Creativity That Moves' House at the Hotel Barrière Le Majestic, Cannes — panels, roundtables, and receptions convening marketers, agencies, and cultural voices. Scored against Gradient's six-dimension experiential methodology.

70/100

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

● STRONG








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

01 — THE ASSESSMENT

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

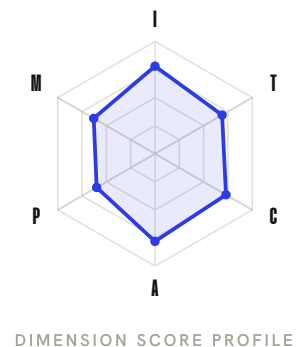
Adweek staged Adweek House at the Hotel Barriere Le Majestic in Cannes from June 21 to 26, 2026, under the theme 'Creativity That Moves,' presented in partnership with Realtor.com. The six-day activation convened leading marketers, creatives, agency leaders, and cultural voices for panels, Marketing Vanguard roundtables, fireside chats, and networking receptions, with doors open daily from 9:00 AM. Programming included the Creative 100 Reception,

Commerce Morning in Cannes (with SMG), Business of News (with Ad Fontes Media), Life After HoldCos, and a Sunset Cocktail Series. More than 50 brand, agency, and technology partners supported the activation, including Adobe, Chase, Omnicom, Havas, Mastercard, DoorDash, Edelman, Weber Shandwick, and Zeta Global. A mix of invite-only and open registered sessions gave the format range across executive roundtables and broader industry programming.

| DIMENSION | PERFORMANCE | RAW |
|----------------------|---|---------------|
| I Integrated |  78% | 14/18 |
| M Measurable |  63% | 12/19 |
| P Participatory |  60% | 12/20 |
| A Affective |  78% | 14/18 |
| C Community-Building |  73% | 11/15 |
| T True-to-Brand |  69% | 9/13 |
| TOTAL SCORE |  70% | 72/103 |

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

| | |
|---|---|
| <p>SCORE BAND</p> <p>Scores of 60-74 are Strong. The experience excels in several dimensions with clear, addressable upside.</p> | <p>BENCHMARKS</p> <p>Strong: Macallan 74 · Veuve EOTS 71. Exceptional: Kiehl's Krawl 80. Solid: Dom Pérignon 58.</p> |
|---|---|



02 — STRENGTHS & UNTAPPED POTENTIAL

WHERE IT WINS, WHERE IT GROWS

AREAS OF STRENGTH**Integrated** *78%, well-integrated coverage*

Adweek House activated strongly across multiple channels. The physical venue at the Majestic Hotel served as a central hub, complemented by Adweek's own social channels (Instagram, Facebook), its editorial platform, a dedicated event microsite, and registration-based email communications. The 50-plus brand and agency partners each independently promoted their participation through their own channels, creating an amplification network that extended Adweek House's reach well beyond Adweek's owned audience.

Adweek also holds official Cannes Lions partner status, adding festival-level credentialing to the activation.

Affective *78%, near-perfect audience fit*

The Cannes Lions audience is near-perfectly aligned with Adweek's target demographic of CMOs, agency leaders, and creative professionals. The programming reinforced Adweek's existing perception as the authoritative voice of the marketing industry while adding a new dimension: cultural convener. Bringing in talent beyond the trade press world, including Priyanka Chopra Jonas, Ashley Graham, and Antoni Porowski, generated emotional resonance and social media momentum that a standard industry media house typically does not achieve.

The Creative 100 Reception added a prestige layer, recognizing and celebrating the industry's most notable creative leaders.

AREAS OF WEAKNESS

Participatory *60%, a content-led format*

Adweek House is structured primarily as a programming and content venue. While roundtables and fireside chats create interactive dialogue, and select sessions carry invite-only status, the experience does not offer meaningful personalization. There is no pre-event personalization mechanism for registered attendees, no curated take-home item tailored to individual guests, and no confirmed post-event personalized follow-up beyond Adweek's standard editorial relationship.

Adding a personalization layer, such as a tailored content curation tool or a branded take-home keyed to each guest's industry focus, would materially lift this dimension.

Measurable *63%, strong mix, unconfirmed data*

The content mix is strong in theory: Adweek's own editorial and social output, UGC from 50-plus partner brands and speakers, and organic social from high-profile talent generate a substantial content ecosystem. However, no quantified audience-facing metrics were publicly available at the time of scoring: no confirmed attendance figures, impressions, reach, AVE, or engagement rates. Given the activation's scale and six-day duration, a post-event wrap report with these figures would be the most direct path to a stronger overall score.

PRIORITY MOVE

ADD ONE PERSONALIZATION MECHANIC.

Introducing even a single personalization mechanism, a tailored content takeaway, a pre-event quiz, or a curated post-event follow-up, is the highest-leverage move available, lifting both the Participatory and Measurable scores while deepening the value attendees take home.

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

- Total attendance across all six days of programming
- Impressions and reach from Adweek social and partner amplification
- AVE from trade and consumer press coverage
- Social engagement from talent appearances (Priyanka Chopra Jonas et al.)
- UGC volume generated by speakers and attendees throughout the week

C COMMUNITY-BUILDING

- Structured post-event community touchpoints or alumni programming
- Details of invite-only roundtable participant selection and follow-up

P PARTICIPATORY

- Any personalized pre-event communications or content curation for registrants
- Branded or tailored take-home items provided to attendees
- Post-event personalized follow-up beyond standard editorial communications

T TRUE-TO-BRAND

- Proprietary brand elements exclusive to Adweek House vs. standard conference format
- Confirmed Creative 100 cohort size and invitation criteria this year

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

GRADIENT

NEW YORK · LOS ANGELES ·
MIAMI · PARIS

GRADIENTEXPERIENCE.COM
I.M.P.A.C.T. · CANNES 2026