



GRADIENT

JUNE 2026

# Port



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

# AMAZON PORT CANNES 2026

A French-village brand experience on the Esplanade de Pantiero, Cannes — storefronts for each Amazon brand, a nine-session Plaza Stage, and the AI-powered Rue Visionnaire. Scored against Gradient’s six-dimension experiential methodology.

**90**/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

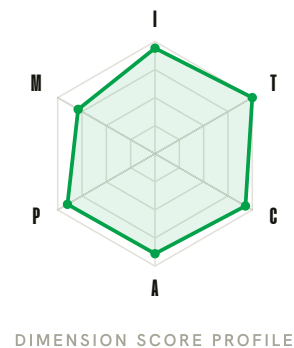
Amazon Port returned to the Esplanade de Pantiero in Cannes for its fifth consecutive year (June 22 to 26, 2026), transforming the space adjacent to the Palais des Festivals into a French village where each storefront represents a distinct Amazon brand: Prime Video, Twitch, Wondery, Amazon Live, AWS, Fire TV, Alexa+, IMDb, and Prime Sports. The activation was free and open to all registered guests, not exclusively Cannes delegates. Programming across the Plaza Stage spanned nine mainstage sessions exploring AI and creativity, live sports, creator culture, and agentic commerce, with speakers including Julia White

(CMO, AWS), Tim Ellis (CMO, NFL), Candace Parker (Prime Video NBA analyst), Cindy Rose (Global CEO, WPP), and Denise Dresser (CRO, OpenAI). The headline activation, Rue Visionnaire, allowed guests to direct AI agents to build a personalized business concept, receiving a physical key that triggered a grand opening complete with a proposed logo, brand identity, and live advertising campaign deployed across Amazon.com, Alexa+, Echo devices, Prime Video, and Twitch. Claire Paull (VP Global Marketing, Amazon Ads) reported more than 3,000 visitors on Day 1 alone.

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: 93%;"><div style="width: 93%;"></div></div> 93%	14/15
T True-to-Brand	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	13/13
<b>TOTAL SCORE</b>	<div style="width: 90%;"><div style="width: 90%;"></div></div> <b>90%</b>	<b>93/103</b>

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

<p><b>SCORE BAND</b></p> <p>Scores of <b>75-100</b> are <b>Exceptional</b>. The experience excels across nearly every dimension and sets the benchmark for the field.</p>	<p><b>BENCHMARKS</b></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%, only Amazon could build it*

Amazon Port is the only activation at Cannes that could only have come from Amazon. No other brand at the festival operates nine distinct owned media and commerce properties simultaneously, each capable of being rendered as a physical experience. The Rue Visionnaire activation makes this explicit: the personalized campaign output runs live across Amazon.com, Alexa+, Echo devices, Prime Video, and Twitch, a closed loop that is structurally impossible for any competitor to replicate. Brand codes are captured consistently across every storefront: the Amazon smile, Prime Video blue, Twitch purple, AWS orange, Fire TV, IMDb yellow.

**The French village format is not just a design choice, it mirrors Amazon's marketplace logic, where every door leads to a different world.**

**Integrated** *94%, the widest channel reach*

Amazon Port activates across more channels simultaneously than any other Cannes activation in this report set. The physical village occupies a prime position adjacent to the Palais. Amazon Ads and AWS maintain active social presences promoting the activation. The brand website and dedicated event microsite serve registration and content. Email drives pre-event engagement. Partner organizations including the NFL, WPP, OpenAI, McKinsey, Databricks, and Canva each amplified their own programming within Amazon Port across their channels. Sessions also extended beyond the Port footprint to the Female Quotient Beach, Brand Innovators, UTA Beach, iHeart Cafe, and Monks Cafe, creating a multi-venue Amazon presence woven through the entire festival.

**Cannes Lions official partner status adds credentialing across the festival program itself.**

## AREAS OF WEAKNESS

**Affective** *89%, high, with a format ceiling*

In context, an 89% Affective score is high. At this scale, the relative gap comes from format: most visitors engage with the Port as a professional networking and content environment. The emotional arc of Rue Visionnaire is strong within the activation itself, but the broader Port experience tends toward stimulation rather than deep emotional transformation. Perception change is happening, specifically around Amazon as an agentic AI platform, but the sheer size of the footprint and the volume of programming means that emotional intensity varies significantly across touchpoints.

*A more deliberately curated emotional journey from entry to exit would close this gap.*

**Measurable** *79%, one strong public metric*

Amazon Port produced a confirmed audience-facing metric: Claire Paull cited more than 3,000 visitors on Day 1 alone. That is the strongest public data point of any activation in this report set. However, total five-day attendance, social impressions, reach, earned media value, and content volume from the 20-plus off-site sessions were not publicly available at the time of scoring. The content mix is the richest in this batch, spanning Amazon-owned editorial, UGC from partners and attendees, and partner content from more than a dozen organizations. A post-event wrap report with these figures would materially strengthen this score.

## PRIORITY MOVE

**EXTEND RUE VISIONNAIRE PAST THE FESTIVAL.**

A defined post-visit touchpoint tied to the Rue Visionnaire personalized output, a follow-up campaign summary delivered after the festival, would convert a peak in-activation moment into a lasting relationship and close the small remaining gap on Participatory and Community.

## 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 five-day attendance across Amazon Port
- Social impressions and reach across Amazon Ads, AWS, Prime Video, Twitch channels
- Earned media value from press and trade coverage
- Volume of Rue Visionnaire activations completed across the week
- UGC and partner content volume from 20-plus off-site sessions

## A AFFECTIVE

- Sentiment data from social listening across the five days
- Qualitative attendee feedback on the emotional arc from entry to exit
- Evidence of perception shift around Amazon as an agentic AI platform post-event

## P PARTICIPATORY

- Confirmation of any pre-event personalization mechanism for registered guests
- Post-event follow-up delivery for Rue Visionnaire participants
- Dwell time data by activation zone

## C COMMUNITY-BUILDING

- Structured post-event community touchpoint or alumni connection for Rue Visionnaire cohort
- Details of invite-only Speakeasy guest selection and follow-up

*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](mailto:pauline@gradientexperience.com)

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