



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

CANVA CREATIVE CABANA 2026

Canva's second-year Creative Cabana at Vega La Plage, opposite the Carlton Hotel, Cannes — a venue triple its 2025 size with stage programming, AI demos, and playful beach hospitality. Scored against Gradient's six-dimension experiential methodology.

74/100

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

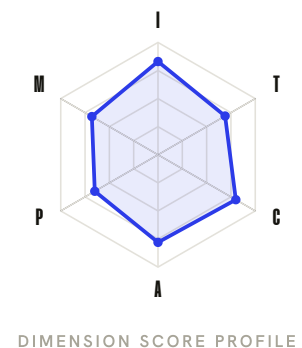
Canva returned to the Croisette for its second year at Cannes Lions with the Creative Cabana, this year expanding to a space three times larger than its 2025 debut at La Plage du Martinez, which drew 4,000 visitors. The Cabana occupied Vega La Plage, opposite The Carlton Hotel, from June 22 to 26, with 30 points of programming and 12 fringe events across four days, designed for marketing and creative leaders from Fortune 500 CMOs to independent designers. The High Tides Stage hosted daily sessions, with the Variety In the C-Suite in Collaboration with Canva series (June 22 to 24) featuring CMO-level pairings from LEGO, Unilever, Netflix, Disney, Target, Kraft-Heinz, Taco Bell, L'Oreal, Walmart,

Mastercard, Mattel, and more. Tuesday evening featured a variety show of AI experiments hosted by Grand Effie award-winning strategist Magic Mike Jacobson, and Thursday closed with Pride on the Croisette. The Solution Salon offered hands-on demos of Canva's latest AI tools. A signature confetti shower, inspired directly by Canva's in-platform celebration animations, designed pool, gelateria, and towel service reinforced the brand's playful visual identity throughout. AWS presented an invite-only Supper on the Croisette on Monday evening. Canva holds official Cannes Lions partner status.

DIMENSION	PERFORMANCE	RAW
I Integrated	<div style="width: 83%;"><div style="width: 83%;"></div></div> 83%	15/18
M Measurable	<div style="width: 68%;"><div style="width: 68%;"></div></div> 68%	13/19
P Participatory	<div style="width: 65%;"><div style="width: 65%;"></div></div> 65%	13/20
A Affective	<div style="width: 78%;"><div style="width: 78%;"></div></div> 78%	14/18
C Community-Building	<div style="width: 80%;"><div style="width: 80%;"></div></div> 80%	12/15
T True-to-Brand	<div style="width: 69%;"><div style="width: 69%;"></div></div> 69%	9/13
TOTAL SCORE	<div style="width: 74%;"><div style="width: 74%;"></div></div> 74%	76/103

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>
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02 — STRENGTHS & UNTAPPED POTENTIAL

WHERE IT WINS, WHERE IT GROWS

AREAS OF STRENGTH

Integrated *83%, the strongest dimension*

Canva activated consistently across multiple channels for the Creative Cabana. The physical beach venue serves as a central hub. Canva's own social channels (Instagram, LinkedIn, X) generated pre-event and in-event content, amplified by both Canva and its community. The brand website, a dedicated event microsite, and email registration all drove awareness and access. Variety published all C-Suite conversations on Variety.com post-event, extending the editorial reach of the activation significantly. Jimmy Knowles' op-ed in Adweek ahead of the festival and Canva's own newsroom coverage added owned and earned media layers. AWS's presenting partnership for the Supper on the Croisette brought an additional partner channel.

Canva holds official Cannes Lions partner status, embedding the brand in the festival's own communications.

Community-Building *80%, cross-hierarchical by design*

The Cabana's community design is one of its strongest features. The deliberate positioning from Fortune 500 CMO to freelance designer creates an unusually inclusive and cross-hierarchical gathering that few activations attempt. The Design Deck provides a dedicated peer-to-peer connection space, supplemented by three happy hours and a Pride party. The Variety C-Suite series enables two-way brand-to-guest and guest-to-guest dialogue, with all conversations published publicly, creating natural continuation of the discourse beyond the event. The invite-only Supper on the Croisette adds an exclusive tier for deeper relationship building.

Multi-directional communication, brand-to-guest, guest-to-brand via the Solution Salon, and guest-to-guest, is well-structured across the five-day programme.

AREAS OF WEAKNESS

Participatory *65%, the personalization gap*

The Solution Salon positions Canva well on discovery: hands-on product demos incorporate learning through doing. The confetti shower and pool are highly photogenic group moments. However, the Cabana does not offer a meaningful personalization layer. There are no tailored take-home items, no pre-event personalization mechanism for registered attendees, and no confirmed post-event follow-up tailored to individual guests. Given that Canva's core product promise is personalizing design for every user, the absence of a personalized output at the Cabana represents an untapped alignment between product promise and live experience.

A tool that generates a personalized Canva design asset during the visit would be entirely on-brand and structurally straightforward for Canva to execute.

Measurable *68%, no 2026 metrics yet*

Canva's 2025 Cabana drew 4,000 visitors, and the 2026 space is three times larger, implying significant audience growth. The content mix is strong: Canva's owned social and editorial, UGC from attendees (the confetti shower and pool are social-media-designed moments), and partner editorial from Variety, which published all C-Suite conversations post-event. However, no confirmed 2026 attendance figures, reach, impressions, AVE, or engagement data were publicly available at scoring. The 2025 benchmark exists but cannot serve as a 2026 result. Publishing a post-event wrap with even three quantified metrics would close this gap meaningfully.

PRIORITY MOVE

GIVE EVERY GUEST A PERSONALIZED CANVA DESIGN TO TAKE HOME.

Adding a moment where each visitor creates and leaves with a personalized Canva design asset would close the Participatory gap and align the live experience directly with Canva's core product promise.

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 2026 attendance across the five-day Cabana?
- Social impressions and reach from Canva's owned channels during festival week?
- UGC volume and reach from the confetti shower and pool moments?
- Variety.com traffic and reach for the published C-Suite conversations?
- AVE from Adweek, BizBash, and other trade press coverage?

C COMMUNITY-BUILDING

- Post-event community touchpoints or alumni programming from the Creative Cabana?
- Details of the Supper on the Croisette attendee cohort and follow-up?

P PARTICIPATORY

- Any personalized design output or take-home item generated for individual guests?
- A pre-event personalization mechanism beyond standard registration?
- Post-event tailored follow-up for Cabana attendees?
- Details of Solution Salon demo engagement, did guests leave with custom assets?

T TRUE-TO-BRAND

- Any exclusive brand elements deployed that are unavailable to competitor activations?
- Canva product integrations embedded in the experience beyond the Solution Salon demos?

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

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— 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 →

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