



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

LINKEDIN ROOFTOP CANNES 2026

LinkedIn's week-long Carlton Hotel Rooftop in Cannes — B2B platform sessions and live studio programming alongside a morning Wellness Oasis of meditation and candid conversations. Scored against Gradient's six-dimension experiential methodology.

65/100

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

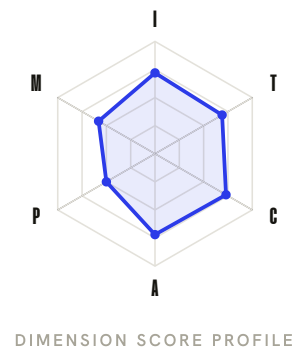
LinkedIn returned to the Carlton Hotel Rooftop in Cannes for the 2026 festival (June 22 to 26), hosting a week of high-impact sessions, live studio programming, and exclusive conversations for all Cannes Lions pass holders. The activation presented LinkedIn's B2B advertising platform message through a lens of credibility and context: showing why powerful ideas perform best when they reach the right people at the right moment. The rooftop also hosted co-branded programming with Adobe, focused on AI for marketers and creators. A distinctive second component, The Wellness Oasis presented by LinkedIn, occu-

pired the Carlton Rooftop on Monday, Tuesday, and Thursday mornings (9:00 to 11:30 AM), produced by 4B Advisory and brought to life with partners Cymbiotika, Google Health, and Nespresso. Each morning opened with a guided meditation and intention-setting session led by Devi Brown, followed by candid conversations on mental health, well-being, and professional identity. Wellness Oasis speakers included Keke Palmer, Steven Bartlett, Hoda Kotb, Allyson Felix, Jaylen Brown, Blake Mycoskie, Chris Paul, Gary Brecka, Vex King, and Dr. Sara Kuburic. LinkedIn holds official Cannes Lions partner status.

DIMENSION	PERFORMANCE	RAW
I Integrated	72%	13/18
M Measurable	58%	11/19
P Participatory	50%	10/20
A Affective	72%	13/18
C Community-Building	73%	11/15
T True-to-Brand	69%	9/13
TOTAL SCORE	65%	67/103

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

Community-Building *73%, a differentiated community move*

The Wellness Oasis is LinkedIn's most differentiated community move. By opening each morning with a guided meditation and intention-setting session, the activation creates a shared ritual that builds group cohesion before any formal programming begins. The explicit invitation, that no one is expected to have it all figured out and that the space meets guests wherever they are on their journey, creates psychological safety uncommon at B2B events. Multi-directional communication is built into the format: brand-to-guest (programming), guest-to-brand (the open dialogue structure), and guest-to-guest (the Design Deck equivalent is the rooftop itself).

The most powerful natural continuation of any activation in this report set exists here: attendees literally connect with each other on LinkedIn after leaving, completing the community loop on the brand's own platform.

Integrated *72%, a broad channel footprint*

LinkedIn's Cannes footprint extends across multiple channels. The Carlton Rooftop serves as a physical anchor. LinkedIn's own platform and social channels promote the activation and amplify speakers' content. Trade and wellness press coverage (Fitt Insider, Event Marketer, Cannes Lions partner listing) provides earned media layers. The Wellness Oasis partner brands, Cymbiotika, Google Health, and Nespresso, each promote their involvement across their own channels. The Adobe co-programming at the rooftop brings an additional high-visibility partner amplification channel.

A confirmed limitation is that LinkedIn does not operate an owned physical footprint: the Carlton Hotel is a partner venue, which constrains the depth of brand-environment integration.

AREAS OF WEAKNESS

Participatory *50%, a conversation-led format*

The LinkedIn Rooftop is structured primarily as a programming and conversation environment. The guided meditation and the Maya Raichoor Visualization Workshop are genuine participation moments. However, the majority of sessions follow a panel or fireside format where information is shared with guests rather than generated by them. There is no confirmed mechanism for pre-event personalization, no tailored take-home item, and no confirmed post-event personalized follow-up. The Cymbiotika supplements and gifts are branded group giveaways rather than individualized outputs.

A tool that generated a personalized LinkedIn audience insight or creative benchmark for each attendee would directly bridge the platform product to the live experience, closing this gap entirely.

Measurable *58%, moderate content generation*

Content generation at the LinkedIn Rooftop is moderate in volume and mix. LinkedIn's owned studio programming creates curated brand content. Speakers including Keke Palmer, Steven Bartlett, and Hoda Kotb generate organic social media content from their own channels, functioning as UGC from high-reach voices. The four partner brands each generate their own promotional content. However, no confirmed attendance figures, reach, impressions, or AVE data were publicly available. The rooftop format, relative to a large beach activation, naturally limits raw volume. A post-event release of even basic audience metrics would meaningfully close this gap.

PRIORITY MOVE

PUT A LIVE AUDIENCE-INSIGHT TOOL ON THE ROOFTOP.

A live LinkedIn audience insight tool, generating a personalized creative performance benchmark for each attendee based on their industry, is the single highest-leverage addition, bridging LinkedIn's platform product to the live experience and lifting the Participatory score directly.

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.

I INTEGRATED

- OOH or physical presence beyond the Carlton Rooftop footprint
- LinkedIn platform in-app promotion of the Cannes activation
- Email campaign reach to LinkedIn members promoting the rooftop programming

P PARTICIPATORY

- Any personalized audience insight or creative benchmark tool for attendees
- Details of the Visualization Workshop format and participant take-aways
- Pre-event personalization mechanism beyond standard pass-holder registration
- Confirmed post-event follow-up or LinkedIn-platform nudge to attendees

M MEASURABLE

- Total attendance at the LinkedIn Rooftop across all five days
- Wellness Oasis daily attendance figures across three morning sessions
- Social reach from speakers (Keke Palmer, Steven Bartlett, Hoda Kotb et al.)
- Impressions and engagement from LinkedIn's own channel coverage
- Earned media value from trade and wellness press coverage

T TRUE-TO-BRAND

- LinkedIn product integrations embedded in the live experience
- LinkedIn-specific audience data or targeting demos offered to attendees
- Details of any LinkedIn platform moments (live feeds, connection prompts) at the event

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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