



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

META BEACH

Beach takeover, Plage Barrière Le Majestic, Cannes — Meta's most product-integrated activation of Cannes Lions 2026.

78 /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

Meta, a beach takeover · Plage Barrière Le Majestic, Cannes

Meta returned to Plage Barrière Le Majestic for Cannes Lions 2026 with its most product-integrated beach activation to date, running June 22 to 25 and open to all registered attendees. Meta Beach served as a live showcase of the company's full creative and advertising ecosystem, with programming across AI-driven creative effectiveness, brand-building on Reels, and the future of advertising across Instagram, WhatsApp, and Threads.

Two signature installations defined the physical experience: the Reels Skate Park, a curated skateboarding environment that activated the Reels format as a live, social-ready content engine; and the Wearables Atelier, offering hands-on demonstrations of

Ray-Ban Meta AI glasses, Meta Ray-Ban Display (exclusive first preview), and Oakley Meta, including real-time Live Translation and capture features.

Adam Mosseri, Head of Instagram, delivered a session on the evolution of creativity and content distribution. A co-programmed session with The Estée Lauder Companies, led by Nicola Mendelsohn (Meta VP Global Business Group) and Aude Gandon (Estée Lauder CMO), examined how AI can identify and build enduring brand icons. Meta Beach was the most-searched activation of Cannes Lions 2026.

DIMENSION	PERFORMANCE	% OF MAX	RAW
I Integrated		83%	15/18
M Measurable		74%	14/19
P Participatory		70%	14/20
A Affective		78%	14/18
C Community-Building		73%	11/15
T True-to-Brand		92%	12/13
Total Score		78%	80/103

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

SCORE BAND
 Meta Beach scores 78, placing it in the Exceptional band. A score of 75-100 signals an exceptional activation — among the strongest Gradient has assessed this series.

BENCHMARKS
 Kiehl's Krawl 80, Macallan 74, Veuve EOTS 71, and Dom Pérignon 58.



02 — STRENGTHS & UNTAPPED POTENTIAL

WHERE IT WINS, WHERE IT GROWS

Strengths and untapped potential.

AREAS OF STRENGTH

True-to-Brand *92% — the report's signature dimension*

Meta Beach is the clearest example in this report set of an activation that could only come from this brand. No competitor could simultaneously showcase a Reels-native skateboarding content environment, a wearables atelier featuring AI glasses across three distinct product lines (Ray-Ban Meta, Meta Ray-Ban Display, Oakley Meta), and programming spanning Instagram, WhatsApp, Threads, and Meta AI as a unified creative suite. The Estée Lauder co-session, which uses AI as an analytical tool to decode brand endurance, places Meta's technology directly in service of the brand-building conversation that the Cannes audience cares about most. Every installation, every session title, and every demo is a product experience: this is a brand whose marketing is its product roadmap made physical.

Eight points from maximum — effectively a ceiling score for authenticity.

Integrated *83% — a full-stack channel ecosystem*

Meta Beach operates as a full-stack channel ecosystem. The physical beach takeover at Plage Barrière Le Majestic is Meta's own brand space, not a partner venue. The activation amplifies across Instagram, WhatsApp, Threads, Facebook, and Meta AI simultaneously. PR coverage runs across trade press (Adweek, Event Marketer, Impact Magazine, Native Spaces, Famous Campaigns). A co-programmed Rotonde Stage session at the Palais extends the footprint into the official Cannes Lions programme. RSVP-driven email registration creates a first-party data touchpoint. The Wearables Atelier generates product content that flows directly back to Meta's owned channels. The only confirmed gap is the absence of OOH media along the Croisette to extend the physical impression beyond the beach itself.

The single gap is Croisette OOH reach — not channel depth.

AREAS OF WEAKNESS

Community-Building *73% — strong ambient, no closing loop*

The beach format creates strong ambient community, with happy hours and evening panels generating natural peer-to-peer connection. The Reels Skate Park is a shared energy space. However, Meta Beach does not appear to have a formal mechanism that brings guests back to each other after the event: there is no confirmed group, community, or structured follow-up that uses Meta's own platform (such as a WhatsApp group for attendees or an Instagram close-friends list) to sustain the connections made on the beach. Given that Meta's core product is community infrastructure, deploying it as a closing mechanic would directly demonstrate the product while closing this gap.

Participatory *70% — hands-on, not yet personalized*

The Reels Skate Park and Wearables Atelier are genuinely hands-on, placing Meta Beach well above the conference-panel baseline on participation. The wearables demos in particular are individualized product experiences. However, no confirmed pre-event personalization mechanism is in evidence: guests arrive via a general RSVP without a tailored experience path. No confirmed personalized take-home is documented. The activation's strongest personalization gap is the absence of an AI-powered output, for example a personalized Reels creative brief or audience insight based on the attendee's brand category, that guests leave with. This would connect the product demo directly to the business outcome the Cannes audience is seeking.

PRIORITY MOVE

BUILD AN ATTENDEE-FACING AI ADVANTAGE ENGINE

Generate a personalized creative performance benchmark for each guest's brand based on live Reels and brand-category data — delivered as a take-home output that turns a product demo into a measurable business outcome, and closes the participation and personalization gap in a single mechanic.

METHODOLOGY NOTE This report applies Gradient's proprietary I.M.P.A.C.T. Methodology, developed by Dr. Sam Sterling (DBA). Scores reflect a weighted composite across six dimensions of experiential marketing effectiveness, drawing on publicly available information; no score is supplied by the brand.

03 — THE CONVERSATION

LET'S FINALIZE THIS REPORT

The score is a starting point, not a verdict. This assessment draws on publicly available information. Your insider knowledge of this project could meaningfully change these results. Are you open to a 15-minute conversation so we can finalize this report with you?

Every confirmed data point below would raise the relevant dimension score.

C Community-Building

- Any attendee-facing WhatsApp group, Instagram community, or post-event group mechanism
- Confirmed structured networking format beyond ambient happy-hour socialization
- Follow-up communication to registered attendees via Meta's own platform tools

P Participatory

- Pre-event personalization of the experience path (beyond general RSVP)
- Confirmed personalized take-home output (AI-generated creative insight, report, etc.)
- Full scope and mechanics of the Reels Skate Park content creation workflow
- Post-event engagement mechanic tied to content created at the activation

M Measurable

- Total registered and attended audience across four beach days
- Impressions and reach from Mosseri keynote clips across Meta and trade channels
- UGC volume generated from the Reels Skate Park (posts, views, shares)
- Earned media reach from Adweek, Event Marketer, and international trade coverage
- Wearables Atelier demo count and conversion to product interest or pre-order

I Integrated

- Confirmed OOH presence along the Croisette or at the Palais
- In-app Meta promotion of Meta Beach to relevant audiences before and during the festival
- Full scope of partner brand involvement (Estée Lauder and any others not yet confirmed)

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

About Gradient Experience. 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 for branded experiences across six dimensions — Integrated, Measurable, Participatory, Affective, Community-Building, and True-to-Brand — combined as a weighted composite of experiential marketing effectiveness.



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 →

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