



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

PINTEREST MANIFESTATION 2026

Award-winning 'Less URL, More IRL' activation at Carlton Beach Club, Cannes — six hands-on experiences turning online inspiration into real life. Scored against Gradient's six-dimension experiential methodology.

87 /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

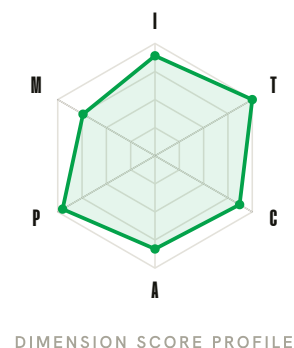
Pinterest returned to Cannes Lions 2026 with the award-winning Pinterest Manifestival, running Monday June 22 through Thursday June 25 at the Carlton Beach Club, 58 Boulevard de la Croisette. The activation, now in its third consecutive year at the festival, brought the brand's core proposition physically to life: turning online inspiration into real-world action. Under the banner 'Less URL, More IRL,' guests received a Pinterest-branded phone sticker upon entry as an invitation to be fully present. Six hands-on experiences anchored the space: The Original Pinterest Tattoo Parlour (trend-inspired tattoos via Pinterest Predicts Funhaus); Pinterest Patisserie (custom desserts generated from a personal taste prompt); Pinterest Visual Search

Studio in partnership with Adobe (handheld 'search bar' scanners capturing personal aesthetics, transformed into a printed journal via Adobe Express); Pinterest Style Lab with artist Clara Chu (one-of-a-kind upcycled accessories); Offline Social Club feat. La Poste (handwritten postcards sent via France's national postal service, in partnership with the Cannes Lions Festival itself); and Bleach Club in partnership with Sephora (hair and clothing styling using Pinterest Palette 2026 colors). The activation was produced in partnership with Adobe, Sephora, La Poste Française, the Cannes Lions Festival of Creativity, and artist Clara Chu.

DIMENSION	PERFORMANCE	RAW
I Integrated	89%	16/18
M Measurable	74%	14/19
P Participatory	95%	19/20
A Affective	83%	15/18
C Community-Building	87%	13/15
T True-to-Brand	100%	13/13
TOTAL SCORE	87%	90/103

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

<p>SCORE BAND</p> <p>Scores of 75-100 are Exceptional. The experience excels across nearly every dimension and sets the benchmark for the field.</p>	<p>BENCHMARKS</p> <p>Exceptional: Kiehl's Krawl 80.</p>
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02 — STRENGTHS & UNTAPPED POTENTIAL

WHERE IT WINS, WHERE IT GROWS

AREAS OF STRENGTH

True-to-Brand *100%, a maximum brand-truth score*

The Pinterest Manifestival achieves a maximum True-to-Brand score across the entire Cannes 2026 report series. The concept is not an approximation of Pinterest: it is Pinterest. Every station maps directly to a core product feature or platform behavior: the Visual Search Studio is a physical 'Pinterest search bar'; the Patisserie personalizes your experience based on a taste prompt, mirroring Pinterest's algorithmic personalization; the Style Lab produces a one-of-a-kind accessory, the physical equivalent of a curated board. The brand positioning, 'Less URL, More IRL,' is uniquely Pinterest's: no other platform has built its identity around actively encouraging users to log off. The entire experience could not have been produced by a competitor with any coherence.

It is only Pinterest that has a legitimate argument for why spending less time on social media is good for you.

Participatory *95%, near-perfect participation*

The Manifestival scores near-perfect on Participatory, making it one of the highest-performing activations on this dimension in the Cannes 2026 series. Product discovery happens exclusively through active participation: guests do not read about Pinterest, they experience its mechanics. Every station produces a personalized physical output: a taste-matched dessert from the Patisserie, a custom-printed journal from the Visual Search Studio, a one-of-a-kind accessory from the Style Lab, a permanent trend-inspired tattoo from the Tattoo Parlour, or a bleach-styled garment from Bleach Club. The take-home rate is exceptional: most guests leave with something unique to them.

Post-event continuation is embedded in the format: tattoos are permanent, postcards travel beyond Cannes, and the custom journal captures an aesthetic snapshot the guest can reference long after the festival ends.

AREAS OF WEAKNESS

Affective 83%, *strong, the relative softest*

Affective is the relative weakest dimension for the Manifestival, though at 83% it remains a strong score in absolute terms. The activation is designed for creative professionals who attend Cannes Lions, a high-alignment audience who are deeply aware of Pinterest as a platform and receptive to its 'offline is the new online' positioning. The emotional register is genuinely joyful: the sensation of creating something physical, the pride of an aesthetic perfectly matched to your taste, the humor of discovering a trend you didn't know you loved. However, the activation does not reach the sharper emotional edges of the series leaders. The tone is consistently optimistic and playful. An experience that introduced real tension, surprise, or vulnerability alongside the craft would push Affective scores into the 90th percentile.

The 'analog rebellion' theme hints at this potential but does not fully commit to the discomfort of the premise.

Measurable 74%, *the lowest, data pending*

Measurable is the lowest absolute score, driven by the absence of confirmed 2026 data at time of assessment. The structural conditions for strong measurement are in place: the tattoo is described as 'the most talked-about souvenir on the Croisette,' implying documented reach from prior years; the custom journal, personalized accessories, and bleach-styled garments are highly shareable visual outputs; and three major partner brands (Sephora, Adobe, La Poste) each generate independent content amplification. The activation also benefits from three years of prior Manifestival data that Pinterest can benchmark against. The gap to close is hard metrics: confirmed attendee count, social reach and impressions from @pinterest during the festival week, UGC volume, and any advertiser intent lift data that Pinterest captures through its post-event B2B outreach.

PRIORITY MOVE

AGGREGATE THE TAKE-HOME UGC.

A post-event UGC aggregation campaign, collecting tattoo and take-home content from guests across Pinterest, Instagram, and TikTok in the weeks after the festival, would quantify the Manifestival's considerable organic reach and lift the Measurable score to match its standout Participatory performance.

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

- Pre-event email campaign to registered attendees and Pinterest advertiser base
- OOH presence on the Croisette driving awareness before arrival at Carlton Beach
- In-app Pinterest notification or promoted pin driving festival registrations
- Post-event digital follow-up: did registrants receive content or a recap?

P PARTICIPATORY

- Pre-event personalization: did RSVP data inform station recommendations on arrival?
- Journal and postcard digital extension: can guests access their outputs after Cannes?
- Returning-guest experience: did guests who attended in prior years receive a different path?

M MEASURABLE

- Confirmed 2026 attendee count across the four-day activation
- Social reach and impressions from @pinterest during festival week
- UGC volume: tattoo posts, journal shares, bleach look content generated by guests
- Earned media coverage volume and AVE for the 2026 Manifestival specifically
- Advertiser intent lift: did Cannes attendees increase Pinterest ad spend post-visit?
- Partner amplification metrics from Sephora, Adobe, and La Poste channels

A AFFECTIVE

- Post-visit sentiment from guests: any structured feedback or NPS measurement?
- Emotional response data: which station generated the strongest attendee reaction?
- Year-over-year repeat attendance rate: how many guests returned from 2025?

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.



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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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