



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

PLAGE 3CV CANNES 2026

Curated, invite-only executive beach activation by 3C Ventures at Lucia Beach, Cannes. Scored against Gradient's six-dimension experiential methodology.

77 /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

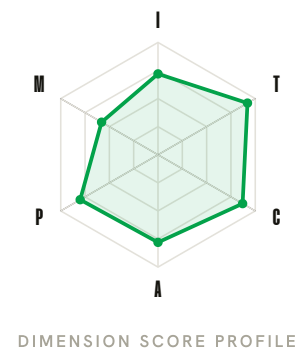
3C Ventures, founded by Advertising Hall of Fame inductee Michael Kassan, hosted Plage 3CV at Lucia Beach in Cannes from June 22 to 25, 2026. A curated, invite-only beach activation spanning 4,000 square feet, the experience convened senior executives from media, marketing, entertainment, sports, and technology for four days of panel programming, private dining, and bespoke hospitality. Produced by 3C Ventures with partners including Zeta Global, iHeartMedia, Conde Nast, and Capital One, the activation featured a pro-

gramming stage with 50-plus named speakers, the Chef's Table with Michelin-starred chefs, bespoke fragrance experiences, personalized luxury apparel, private meeting suites, and Convene After Dark at the Hotel du Cap. The event held official Cannes Lions partner status and generated exclusive coverage in Adweek, The Wrap, and The Hollywood Reporter, with a reported budget of approximately 3 million dollars for the beach alone.

DIMENSION	PERFORMANCE	RAW
I Integrated	 72%	13/18
M Measurable	 58%	11/19
P Participatory	 80%	16/20
A Affective	 78%	14/18
C Community-Building	 87%	13/15
T True-to-Brand	 92%	12/13
TOTAL SCORE	 77%	79/103

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. 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** *92%, a direct brand expression*

Plage 3CV is a direct expression of 3C Ventures' core brand pillar: Convene. The activation cannot be replicated by a competitor, as every element encodes the 3CV brand: Michael Kassan's speaker network, the Convene Cafe, Convene After Dark, and the Chef's Table as a sensorial extension of the firm's advisory ethos.

Brand name, logo, visual identity, and the Convene phraseology were captured and distributed across press, social, and partner channels throughout the week.

Community-Building *87%, community by design*

Community-building is the structural purpose of this activation. Plage 3CV brought together senior executives across four days in a venue purpose-built for three-way communication: brand to guest, guest to brand, and guest to guest. Panel discussions, private meeting suites, cabanas, and Convene After Dark at the Hotel du Cap created layered touchpoints for relationship-building.

Natural continuation of communication post-event is inherent to 3CV's ongoing Convene model.

AREAS OF WEAKNESS

Measurable *58%, the highest-impact gap*

This is the highest-impact gap in the score. While Plage 3CV generated an Adweek exclusive, coverage in The Wrap and Hollywood Reporter, and active brand and partner social content across four days, no quantified metrics were available at scoring: no impressions, reach, AVE, UGC volume, or engagement rates. The presence of 50-plus named C-suite speakers suggests substantial content output, but unverified data cannot be reflected in the score.

A wrap report with hard numbers would move this dimension.

Integrated *72%, strong, multi-channel reach*

Plage 3CV activated strongly across physical, press, and social channels, and held official Cannes Lions partner status. However, no evidence of pre-event or post-event email marketing, out-of-home elements, or a broader owned-website campaign was found in public sources. Confirming or adding these touchpoints would increase the Integrated dimension and the overall score.

PRIORITY MOVE

QUANTIFY THE REACH THE ROOM GENERATED.

Quantifying Plage 3CV's media and social impact is the single most actionable next step: hard metrics on reach, AVE, and UGC volume would lift the Measurable score substantially and convert the activation's evident energy into a defensible commercial result.

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 and post-event email outreach to registered guests
- OOH or digital placements in and around Cannes during the festival

P PARTICIPATORY

- Post-event personalization touchpoints or follow-up gifting to guests

M MEASURABLE

- Total impressions across earned media and brand social channels
- UGC volume and top-performing posts from the four-day activation
- AVE from Adweek, The Wrap, and Hollywood Reporter coverage
- Social engagement rates for brand and partner content

A AFFECTIVE

- Post-event sentiment data or social listening report
- Confirmed attendee count and demographic breakdown

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 →

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