



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

SALESFORCE BEACH CANNES 2026

Salesforce Beach — a four-day content, networking, and entertainment venue on the Boulevard de la Croisette, Cannes, with marquee keynotes and nightly entertainment. Scored against Gradient's six-dimension experiential methodology.

73/100

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

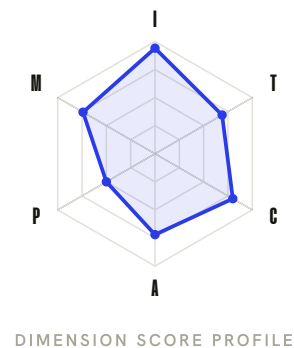
Salesforce returned to the Cannes Lions International Festival of Creativity 2026 with Salesforce Beach, a four-day content, networking, and entertainment activation running Monday June 22 through Thursday June 25 on the Boulevard de la Croisette. The dedicated beach venue hosted a full daily agenda of marquee keynotes, CMO roundtables, fireside chats, and evening entertainment across four thematic days. Monday featured a Formula 1 partnership panel with Visa Cash App Racing Bulls CEO Peter Bayer and driver Arvid Lindblad, followed by a DJ set from Austin Millz. Tuesday's morning sessions on AI and enterprise alignment, in partnership with Cognizant, Capgemini, and Deloitte, culminated in an evening fireside on global brand-

building and a TIME100 Icons reception. Wednesday brought a session with Beast Industries on the MrBeast Super Bowl collaboration, built in 27 days as an AI-powered campaign ecosystem, followed by an evening fireside and DJ set with Grammy-winning producer Diplo, hosted by ADWEEK CEO Will Lee. Thursday closed with sessions on AI ROI in partnership with Demandbase and McKinsey, and a TIME100 Sports keynote on elite performance and reinvention. Live art and interactive AI installations were present across the venue throughout the week. Partners included Cognizant, Capgemini, Deloitte Digital, Axiom, Slalom, Demandbase, TIME, and ADWEEK.

DIMENSION	PERFORMANCE	RAW
I Integrated	<div style="width: 94%;"><div style="width: 94%;"></div></div> 94%	17/18
M Measurable	<div style="width: 74%;"><div style="width: 74%;"></div></div> 74%	14/19
P Participatory	<div style="width: 50%;"><div style="width: 50%;"></div></div> 50%	10/20
A Affective	<div style="width: 72%;"><div style="width: 72%;"></div></div> 72%	13/18
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: 73%;"><div style="width: 73%;"></div></div> 73%	75/103

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: Amazon Port 90 · Adobe 88.</p>
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02 — STRENGTHS & UNTAPPED POTENTIAL

WHERE IT WINS, WHERE IT GROWS

AREAS OF STRENGTH

Integrated *94%, a top-of-series footprint*

Salesforce Beach achieves the highest Integrated score in the Cannes 2026 report series, matching Amazon Port. The activation deploys a full-spectrum channel architecture that few competitors can match at scale. The dedicated event URL (salesforce.com/events/cannes) is supported by Salesforce's enterprise B2B email infrastructure, which reaches a registered base of marketing and CX professionals who are the primary decision-makers for Salesforce products. Brand social channels (@salesforce) are active across platforms. Six named partner brands (Cognizant, Capgemini, Deloitte, Acxiom, Slalom, Demandbase) generate independent channel reach through their own networks. Media partners TIME and ADWEEK produce editorial coverage from within the activation. The AP wire distribution of photography creates national press reach without paid placement. The pre-existing MrBeast Super Bowl campaign feeds audience familiarity into the Cannes narrative. The Visa Cash App Racing Bulls F1 partnership extends reach into a sport-and-culture audience.

Only the absence of confirmed OOH on the Croisette prevents a maximum score.

Community-Building *80%, a multi-layered community*

The community-building architecture of Salesforce Beach is deliberate and multi-layered. The venue functions as a curated CMO convergence point: the RSVP process ensures a pre-qualified audience of senior marketing and commercial leaders, and the partner ecosystem means attendees encounter not just Salesforce but its full advisory network (Deloitte Digital, Accenture, McKinsey, BCG) in a single location. The TIME100 Icons reception on Tuesday evening is an explicitly networking-first format. Every panel format creates shared intellectual context that feeds conversation between sessions. The beach setting, with drinks, sunset, and music transitions, sustains energy and group interaction across the full day. Three-directional communication is built in: brand-to-guest (content), guest-to-brand (rep meetings, Q&A), and guest-to-guest (the hallway conversations that are the real currency of Cannes Lions).

The gap is the absence of a post-event community continuation mechanic that would extend these connections beyond the week itself.

AREAS OF WEAKNESS

Participatory *50%, the clearest structural gap*

Participatory is the lowest-scoring dimension for Salesforce Beach and represents the activation's most significant structural gap. The dominant format across all four days is passive: panel discussions, fireside chats, and live performances where attendees consume rather than contribute. Product information is conveyed through talks and demonstrations rather than embedded in play or participation. There is no confirmed personalization mechanic: guests do not leave with a custom output, a tailored recommendation, or a digital artifact that reflects their individual session journey. The 'interactive AI installations' referenced in coverage are not described in sufficient detail to assess their participatory depth. The rosé tasting on Tuesday adds a sensory moment, but it is ambient rather than designed as a discovery mechanic.

The comparison with Amazon Port (90) and Pinterest Manifestival (87) illustrates the distance: both activations embed product discovery inside the guest experience rather than presenting it from a stage.

True-to-Brand *69%, well-executed, not unique*

True-to-Brand scores below the series midpoint, reflecting a format that, while well-executed, is not uniquely Salesforce's. A beach activation with panels, celebrity fireside chats, evening entertainment, and partner logos is a format deployed by Microsoft, Oracle, LinkedIn, and multiple consultancy brands at the same festival. The content themes (agentic AI, CMO transformation, data compliance, marketing ROI) are directly relevant to Salesforce's product portfolio and sales cycle, which lifts the score meaningfully above the floor. The Agentforce and Marketing Cloud narratives are clearly brand-native. The MrBeast campaign session is a genuine differentiator: an AI-built campaign ecosystem in 27 days is a product demonstration disguised as a creative success story. But the experience format itself could be substantially replicated by any enterprise software brand with a comparable budget. A concept where the beach itself demonstrates Salesforce AI in action, rather than describes it, would close the True-to-Brand gap significantly.

PRIORITY MOVE

PUT AGENTFORCE IN THE GUEST JOURNEY.

Embedding a live Agentforce demonstration into the guest journey, where each attendee's session selections trigger a real-time AI agent that surfaces a personalized insight, would move Salesforce Beach from presenting its product from a stage to embedding it in the experience, closing the Participatory gap 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.

M MEASURABLE

- Confirmed attendee count across the four-day activation
- Social reach and earned media impressions for Salesforce Beach specifically
- Partner brand amplification metrics: Cognizant, Capgemini, Deloitte, TIME, ADWEEK
- Pipeline or revenue influence: did Salesforce track advertiser/customer intent from Cannes?
- UGC and organic social content generated by guests and speakers

C COMMUNITY-BUILDING

- Post-event community continuation: alumni group, recap content, follow-up programme?
- Returning delegate rate: how many attendees come back year-over-year?
- Any curated networking format beyond the TIME100 reception (hosted dinners, roundtables)?

P PARTICIPATORY

- Detail on the AI installations: what did guests interact with, and how?
- Any personalized output from the beach (printed summary, AI recommendation, etc.)?
- Did the RSVP data shape the guest journey on arrival or during the event?
- Attendee-led participation: breakouts, workshops, or co-creation moments?
- Post-event follow-up: did guests receive personalized content based on sessions attended?

T TRUE-TO-BRAND

- Did the beach demonstrate Agentforce or Marketing Cloud AI live, not just discuss it?
- Confirmed use of Salesforce products in the event's own production (email, CRM, etc.)?
- Any Salesforce-unique creative concept beyond the F1 and entertainment partnerships?
- Extent to which the MrBeast campaign assets were showcased interactively at the beach

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 →](#)

pauline@gradientexperience.com

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