



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

SNAPCHAT SPECTACULAR 2026

SPECTACULAR — an augmented-reality art exhibition by Jonathan Yeo at La Malmaison, anchoring a five-venue Snap presence across the Croisette, Cannes. Scored against Gradient’s six-dimension experiential methodology.

80/100

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

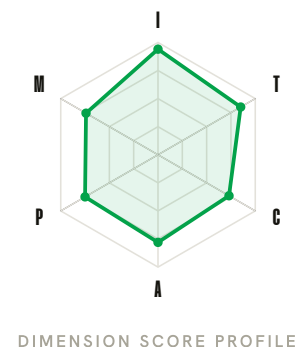
Snap Inc. returned to the Cannes Lions International Festival of Creativity 2026 with its most architecturally ambitious activation to date: a distributed presence across five distinct locations along the Croisette, anchored by SPECTACULAR, an immersive augmented reality art exhibition at La Malmaison (47 Boulevard de la Croisette), running Monday June 22 through Thursday June 25. Conceived by world-renowned British portrait artist Jonathan Yeo in collaboration with Snap's AR Studio, SPECTACULAR offered visitors a futuristic museum experience through Snap Spectacles: Yeo's paintings came to life, transforming and responding to each visitor's presence, with a unique creation generated for every guest before they departed. The lenses were also made available to Snapchatters globally, extending the exhibition's reach to Snap's

full user base. Beyond La Malmaison, Snap operated an interactive AR photobooth at its Sport Beach Cabana (52 Bd de la Croisette), a charm bracelet creation experience at the FQ Lounge (Hotel Martinez, open to all with no badge required), and the Snap Terrace at the JW Marriott (50 Bd de la Croisette) for partner programming. CEO Evan Spiegel delivered a fireside at Omnicom Beach on the theme 'Human First, AI Amplified.' Snap executives appeared across more than ten sessions at partner venues, covering Gen Z, creator economy, luxury marketing, conversational commerce, and attention metrics. The activation's B2B theme, 'The Inner Circle: Human First, AI Enabled,' positioned Snapchat as the platform for real friendships and real moments, with AI enhancing rather than replacing human connection.

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: 75%;"><div style="width: 75%;"></div></div> 75%	15/20
A Affective	<div style="width: 78%;"><div style="width: 78%;"></div></div> 78%	14/18
C Community-Building	<div style="width: 73%;"><div style="width: 73%;"></div></div> 73%	11/15
T True-to-Brand	<div style="width: 85%;"><div style="width: 85%;"></div></div> 85%	11/13
TOTAL SCORE	<div style="width: 80%;"><div style="width: 80%;"></div></div> 80%	82/103

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

Integrated *94%, a series-leading footprint*

Snapchat's Cannes 2026 Integrated score leads the series jointly with Salesforce Beach and Amazon Port. The activation's channel architecture is structurally distinctive: Snap's own product is also its primary channel. The Jonathan Yeo AR lenses distributed globally on Snapchat mean the La Malmaison exhibition simultaneously reaches every Snapchat user in the world, not just Cannes delegates. This is the only activation in this report series where the product is indistinguishable from the distribution mechanism. Beyond the app, Snap operates across five distinct physical locations on the Croisette, partners with Omnicom (CEO fireside), WPP (luxury panel), The Female Quotient, Sport Beach, Ipsos, Smartly, Sprout Social, and Dentsu, each generating independent channel reach. Brand social (@snapchat) amplifies across platforms, and CEO Evan Spiegel's Omnicom appearance generates senior executive-level press.

The only gap from a maximum score is the absence of confirmed OOH and brand email outreach to a registered Cannes-specific audience.

True-to-Brand *85%, genuinely brand-native*

The SPECTACULAR concept is genuinely brand-native in a way that few competitors could replicate. The activation is built around Snap Spectacles, Snap's own AR hardware, and Snap's AR Studio, using proprietary technology to transform a traditional museum experience into something no other platform can offer. The name 'SPECTACULAR' is a brand-native pun: Spectacles is Snap's AR hardware product. Only Snap can credibly bring an AR art exhibition of this caliber to Cannes using its own product stack. The 'Human First, AI Enabled' positioning is also distinctly Snapchat's: the brand was built on disappearing messages, private sharing with close friends, and anti-broadcast culture. Positioning AI as a tool to deepen real relationships, rather than to create content for audiences, is a coherent extension of that founding identity.

The charm bracelet at FQ and some of the B2B panel content are less brand-specific, preventing a maximum score.

AREAS OF WEAKNESS

Community-Building *73%, the distributed-format gap*

Community-Building is the lowest absolute score for Snapchat's 2026 presence, driven by the distributed and multi-venue structure of the activation. Unlike Amazon Port, Salesforce Beach, or Adweek House, Snap does not operate a single owned hub where community forms continuously across the full festival week. Each touchpoint (La Malmaison, Sport Beach Cabana, FQ Lounge, Snap Terrace) draws a different audience segment with limited overlap. The influencer watch party on Tuesday evening is the activation's strongest community moment: a genuinely shared experience built around a live cultural event. The FQ Lounge partnership is explicitly community-focused and removes the badge barrier. The global Snapchat lens availability creates a digital community around the Jonathan Yeo exhibition that extends beyond Cannes. However, there is no confirmed post-event Snap community continuation that translates festival energy into an ongoing conversation.

An owned Snap Beach or a Snapchat group dedicated to Cannes Lions creators would close this gap structurally.

Measurable *74%, solid, below its potential*

Measurable scores above the series average but below what the activation's structural reach potential would suggest. The Jonathan Yeo lenses distributed globally on Snapchat are a significant measurable asset: every lens view, save, and share is a trackable interaction with the Cannes activation, measured in Snap's own analytics infrastructure. The AR photobooth at Sport Beach generates shareable content. The unique creation each exhibition visitor receives is a natural social share trigger. However, no confirmed 2026 exhibition visitor count, lens view volume, or organic UGC metrics are publicly available. The distributed multi-venue format means the activation's total footprint is harder to quantify than a single-beach model. Snap is uniquely positioned to close this gap: the company's own platform is the measurement tool, and publishing a post-festival lens-reach and UGC summary would be both credible and brand-native.

PRIORITY MOVE

PUBLISH THE LENS-REACH REPORT.

Publishing a post-festival lens-reach report using Snap's own analytics infrastructure, total views, shares, and unique users who experienced the Jonathan Yeo AR exhibition, would quantify a clearly high-reach activation and lift the Measurable score to match its standout creative execution.

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

- Global Snapchat lens views and unique users for the Jonathan Yeo AR experience
- Total visitors to the La Malmaison SPECTACULAR exhibition across 4 days
- AR photobooth at Sport Beach: total interactions and shares generated
- UGC volume: posts, Snaps, and stories tagged to the Cannes activation
- Trade press impressions: coverage volume from Adweek, Campaign, The Drum
- Evan Spiegel Omnicom fireside: viewership and social amplification

A AFFECTIVE

- Jonathan Yeo exhibition: any collected visitor sentiment or emotional response data?
- Which Snap venue generated the strongest spontaneous social reaction during the week?
- Did the 'Human First, AI Enabled' frame resonate differently by audience segment?

P PARTICIPATORY

- Exhibition detail: how long does the average visitor spend in the Spectacles experience?
- Nature of the 'unique creation': is it digital, printed, or both? How is it delivered?
- Personalization depth: does the AR experience adapt to individual visitor behavior over time?
- FQ charm bracelet: is there a Snap lens or digital element that extends the physical make?

C COMMUNITY-BUILDING

- Post-event Snap community continuation: any Cannes Lions creator group or alumni activation?
- FQ Lounge attendance and demographic breakdown: who came, and did they return?
- Watch party attendance and creator content output from the England vs. Ghana event
- Do attendees of the Jonathan Yeo exhibition continue engaging with Snap AR post-Cannes?
- Any structured networking format across the five Snap venue presences?

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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