



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

# SPOTIFY BEACH CANNES 2026

Spotify Beach's eleventh year on the Croisette, Cannes — daytime business programming and headline nightly concerts under a 'Bringing Fandom to Life' theme. Scored against Gradient's six-dimension experiential methodology.

**83**/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

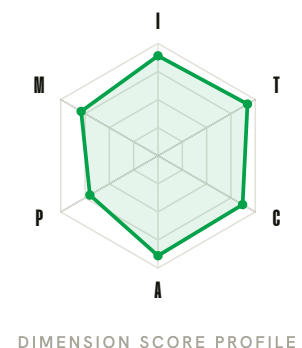
Spotify returned to the Cannes Lions International Festival of Creativity 2026 with Spotify Beach for its eleventh consecutive year, reinforcing its status as one of the festival's most anticipated owned venues on the Croisette. Running Monday June 22 through Friday June 26, the activation was built around a dual-format structure: business programming by day and headline live concerts by night. The overarching theme, Bringing Fandom to Life, positioned Spotify as the platform that converts passive listening into active identity, loyalty, and community. Daytime sessions featured Troye Sivan with Coach CMO Joon Silverstein on Gen Z trust and self-expression; Spotify co-CEO Alex Norström with Anderson .Paak on turning fan energy into brand experiences; On Purpose host Jay Shetty in a candid culture conversation; and a brand round-table with musical guests Ejae and John Summit alongside

CMOs from GAP and LinkedIn. Nighttime performances delivered two concert events: Mike D of Beastie Boys, Central Cee, and RAYE on Tuesday June 23; and Lykke Li, Mumford & Sons with a special guest, and a DJ set by John Summit on Wednesday June 24. Interactive daytime experiences included a Coffee Bar with custom matcha builds; the Shape Your Taste Froyo Bar, where guests customized their Spotify profile while building their frozen yogurt order; and Prompt Your Playlist postcards for guests to share a curated music moment with friends back home. Meeting rooms were transformed into immersive campaign takeovers, including the 'You're Among Fans' initiative featuring Lizzo and Jay Shetty, Spotify's 20th anniversary branding, and Reserved, Spotify's new product launched in May 2026.

DIMENSION	PERFORMANCE	RAW
I Integrated	<div style="width: 89%;"><div style="width: 89%;"></div></div> 89%	16/18
M Measurable	<div style="width: 79%;"><div style="width: 79%;"></div></div> 79%	15/19
P Participatory	<div style="width: 70%;"><div style="width: 70%;"></div></div> 70%	14/20
A Affective	<div style="width: 89%;"><div style="width: 89%;"></div></div> 89%	16/18
C Community-Building	<div style="width: 87%;"><div style="width: 87%;"></div></div> 87%	13/15
T True-to-Brand	<div style="width: 92%;"><div style="width: 92%;"></div></div> 92%	12/13
<b>TOTAL SCORE</b>	<div style="width: 83%;"><div style="width: 83%;"></div></div> <b>83%</b>	<b>86/103</b>

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

<p><b>SCORE BAND</b></p> <p>Scores of <b>75-100</b> are <b>Exceptional</b>. The experience excels across nearly every dimension and sets the benchmark for the field.</p>	<p><b>BENCHMARKS</b></p> <p>Exceptional: Kiehl's Krawl 80 · Snapchat 80.</p>
---	--



## 02 — STRENGTHS & UNTAPPED POTENTIAL

# WHERE IT WINS, WHERE IT GROWS

### AREAS OF STRENGTH

#### **True-to-Brand** *92%, a series-leading brand fit*

Spotify Beach's True-to-Brand score leads this report and is the highest in the series alongside Pinterest Manifestival. The Shape Your Taste Froyo Bar is the clearest indicator: guests physically build a frozen yogurt order while simultaneously customizing their Spotify profile, making Spotify's core product mechanic, personalized listening, directly tactile and edible. No competitor could replicate this specific gesture with equal authenticity. The Prompt Your Playlist postcards translate Spotify's playlist culture into a physical sharing ritual. The night concerts with Central Cee, RAYE, Mumford & Sons, Lykke Li, and Mike D of Beastie Boys are genuine Spotify-native acts: they are artists whose careers and fan relationships live on the platform. Bringing them to Cannes creates a lived experience of what Spotify does.

**The 'Bringing Fandom to Life' theme, the 'You're Among Fans' campaign integration, and the 20th anniversary moment all reinforce a single coherent identity: Spotify is not just a tool, it is where culture happens.**

#### **Integrated** *89%, a comprehensive channel stack*

Spotify Beach operates across a comprehensive channel stack. The owned beach venue anchors physical integration. All brand social channels amplify the lineup announcements, session content, and concert moments. A Hollywood Reporter exclusive and coverage in Variety, trade press, and music industry outlets establish strong earned media. The performing artists, Troye Sivan, Anderson .Paak, Central Cee, RAYE, Mumford & Sons, Lykke Li, Mike D, John Summit, and Ejae, each carry their own audiences and generate organic social amplification. Brand partners Coach, GAP, and LinkedIn contribute partner-channel reach through their own communications. The Reserved product launch and 20th anniversary campaign create a direct tie back to Spotify's owned app, closing the loop between the physical event and the digital platform.

**The only gap from maximum is the absence of confirmed email CRM integration and OOH beyond the venue.**

## AREAS OF WEAKNESS

**Participatory** 70%, *intentional, still the gap*

Participatory is Spotify Beach's lowest absolute score, though at 70% it represents genuine design intent rather than absence of effort. The Froyo Bar and Coffee Bar are meaningfully participatory: guests make active choices about both food and their Spotify profile simultaneously. The Prompt Your Playlist postcards generate a creative act with a shareable take-home artifact. Night concerts put guests in a shared emotional participation with live music. However, the daytime panel format, four separate speaker sessions across the week, is primarily passive for the attending audience. The immersive meeting-room takeovers are participatory if they include interactive elements, but their format is not confirmed as hands-on.

*A Reserved onboarding experience embedded into the beach visit, where guests could activate a feature, explore a new Spotify capability, or co-create a playlist with an artist from the lineup, would materially lift this score and would be authentic to Spotify's product identity.*

**Measurable** 79%, *strong, with reach unconfirmed*

Measurable at 79% is Spotify Beach's second-lowest score in this report but sits well above the series average. The concerts generate substantial social content and media impressions. The Froyo Bar's direct Spotify profile customization creates a platform-level measurable interaction tied to a real guest action. Artist appearances drive verified pre-event trade coverage in Hollywood Reporter and Variety. However, no confirmed aggregate visitor count, social impression total, or UGC volume from the 2026 Spotify Beach has been published. The Prompt Your Playlist postcard mechanic could generate measurable social sharing if guests post the cards online, but this is inferred rather than confirmed. Spotify's platform offers a structural measurement advantage: every profile customization, every new playlist, and every stream triggered by a Cannes artist performance is trackable. A post-festival 'Spotify Beach by the numbers' release would convert this structural advantage into a public proof point for the B2B audience Spotify is courting.

## PRIORITY MOVE

**EMBED A RESERVED PRODUCT MOMENT IN THE BEACH.**

Adding a Reserved product activation embedded into the beach experience would close the Participatory gap without disrupting the B2B and live-music draw, letting guests activate a feature or co-create a playlist with an artist from the lineup, authentic to Spotify's product identity.

## 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

- Was there an OOH presence along the Croisette directing traffic to Spotify Beach?
- Did Spotify deploy a dedicated email or CRM campaign to Cannes attendees before or during the week?
- Were partner activations (Coach, GAP, LinkedIn) confirmed with their own channel amplification?

## P PARTICIPATORY

- What was the exact interaction mechanic at the Froyo Bar: self-serve profile customization or guided?
- Were the immersive meeting-room takeovers interactive or observational in format?
- Did the Reserved product have an on-site activation, trial, or demo experience?
- Did guests co-create any content or playlists with the performing artists?
- Was any personalization delivered before or after attendance via the Spotify app?

## M MEASURABLE

- Total guest visits to Spotify Beach across the 5-day activation
- Social impressions generated by artist posts from the venue (Central Cee, RAYE, Mumford, Lykke Li)
- UGC volume: posts, Stories, and TikToks tagged to Spotify Beach 2026
- Profile customizations completed at the Froyo Bar and their post-event engagement on platform
- Prompt Your Playlist postcard shares: online circulation of the physical take-home
- Reserved sign-ups or activations attributable to the Cannes Beach presence

## C COMMUNITY-BUILDING

- Is there a post-Cannes Spotify playlist or community initiative that continues the Fandom narrative?
- Did any of the evening concerts include a fan access or ticketing component for non-industry guests?
- Was there a structured networking or alumni format for returning Spotify Beach guests?

*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](mailto:pauline@gradientexperience.com)

---

GRADIENT

NEW YORK · LOS ANGELES ·  
MIAMI · PARIS

GRADIENTEXPERIENCE.COM  
I.M.P.A.C.T. · CANNES 2026