

# Spiritual Cramp - One-Page Highlights

Bonnaroo Music & Arts Festival | 2026-06-11 to 2026-06-14 | Manchester, TN

Tier A | Billing 4 | Priority 73% | Viral 22% | Hype 56%

## Primary Capture Moments

- TikTok: Use "Go Back Home" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Talkin' on the Internet" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Go Back Home" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Talkin' on the Internet / Better Off This Way".

## Likely Song Triggers

- Talkin' on the Internet: in-set 92% | opener 0% | closer+encore 83%
- I Feel Bad Bein' Me: in-set 78% | opener 0% | closer+encore 0%
- Blowback: in-set 77% | opener 0% | closer+encore 0%
- You've Got My Number: in-set 76% | opener 0% | closer+encore 0%
- At My Funeral: in-set 76% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Go Back Home" to maximize first-scroll retention.
- Save a hard cut reveal for "Talkin' on the Internet" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Spiritual Cramp - Full Performance (Live on KEXP)".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 30%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T13:59:02.148Z
- Poster day hint: unavailable