

# Mt. Joy - One-Page Highlights

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

Tier A | Billing 9 | Priority 78% | Viral 29% | Hype 83%

## Primary Capture Moments

- TikTok: Use "Lemon Tree" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Silver Lining" for a high-payoff ending.
- Prioritize the first 90 seconds: "Lemon Tree" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Silver Lining".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Silver Lining: in-set 94% | opener 0% | closer+encore 83%
- Astrován: in-set 80% | opener 0% | closer+encore 11%
- Dirty Love: in-set 77% | opener 0% | closer+encore 0%
- Sheep: in-set 73% | opener 19% | closer+encore 0%
- Julia: in-set 72% | opener 7% | closer+encore 33%

## Viral Clip Strategy

- Open with a 6-10s hook from "Lemon Tree" to maximize first-scroll retention.
- Save a hard cut reveal for "Silver Lining" as the end-of-video payoff moment.
- Narrative cue: "Mt. Joy 'Hope We Have Fun Tour: Part II' coming to Birmingham: Ticket deals for April 14 show" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: spotify\_setlist\_proxy | confidence 86%
- Data health: Spotify no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T18:18:08.008Z
- Poster day hint: unavailable