

Jessie Murph - One-Page Highlights

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

Tier A | Billing 11 | Priority 78% | Viral 32% | Hype 82%

Primary Capture Moments

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

Likely Song Triggers

- Blue Strips: in-set 98% | opener 8% | closer+encore 83%
- Touch Me Like a Gangster: in-set 69% | opener 30% | closer+encore 0%
- Heroin: in-set 62% | opener 0% | closer+encore 0%
- I Like How I Look: in-set 60% | opener 0% | closer+encore 0%
- Always Been You: in-set 51% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Gucci Mane" to maximize first-scroll retention.
- Save a hard cut reveal for "Blue Strips" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T15:39:01.165Z
- Poster day hint: unavailable