

# Hot Mulligan - One-Page Highlights

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

**Tier B | Billing 18 | Priority 63% | Viral 22% | Hype 68%**

## Primary Capture Moments

- TikTok: Use "How Do You Know It's Not Armadillo Shells?" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "\*Equip Sunglasses\*" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "How Do You Know It's Not Armadillo Shells?" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "\*Equip Sunglasses\* / BCKYRD".

## Likely Song Triggers

- \*Equip Sunglasses\*: in-set 90% | opener 0% | closer+encore 100%
- BCKYRD: in-set 79% | opener 0% | closer+encore 100%
- How Do You Know It's Not Armadillo Shells?: in-set 78% | opener 47% | closer+encore 0%
- Featuring Mark Hoppus: in-set 78% | opener 0% | closer+encore 0%
- Shhhh! Golf Is On: in-set 75% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "How Do You Know It's Not Armadillo Shells?" to maximize first-scroll retention.
- Save a hard cut reveal for "\*Equip Sunglasses\*" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Hot Mulligan's First Emo's Not Dead Cruise Set".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 61%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T05:28:31.745Z
- Poster day hint: unavailable