

Hot Mulligan - One-Page Highlights

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

Tier B | Billing 18 | Priority 66% | Viral 28% | Hype 79%

Primary Capture Moments

- TikTok: Use "Moving to Bed Bug Island" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "*Equip Sunglasses*" for a high-payoff ending.
- Prioritize the first 90 seconds: "Moving to Bed Bug Island" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "*Equip Sunglasses* / BCKYRD".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- *Equip Sunglasses*: in-set 100% | opener 0% | closer+encore 100%
- BCKYRD: in-set 89% | opener 0% | closer+encore 100%
- How Do You Know It's Not Armadillo Shells?: in-set 88% | opener 14% | closer+encore 0%
- Shhhh! Golf Is On: in-set 85% | opener 0% | closer+encore 0%
- And a Big Load: in-set 79% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Moving to Bed Bug Island" to maximize first-scroll retention.
- Save a hard cut reveal for "*Equip Sunglasses*" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- 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: 2026-04-14T16:00:15.398Z
- Poster day hint: unavailable