

# Mother Mother - One-Page Highlights

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

**Tier A | Billing 28 | Priority 75% | Viral 42% | Hype 70%**

## Primary Capture Moments

- TikTok: Use "Santa Maria" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Dark Star Blues" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Santa Maria" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Cometary Orbital Drive / Pink Lady Lemonade prelude / Sparkling Pink Lady Lemonade".

## Likely Song Triggers

- Dark Star Blues: in-set 75% | opener 33% | closer+encore 67%
- Santa Maria: in-set 60% | opener 50% | closer+encore 0%
- Blue Velvet Blues: in-set 60% | opener 25% | closer+encore 0%
- Pink Lady Lemonade: in-set 50% | opener 0% | closer+encore 0%
- Cometary Orbital Drive: in-set 46% | opener 0% | closer+encore 100%

## Viral Clip Strategy

- Open with a 6-10s hook from "Santa Maria" to maximize first-scroll retention.
- Save a hard cut reveal for "Cometary Orbital Drive" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Anne Hathaway | Burial Live Performance | Mother Mary | Movie Clip 4K".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 46%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T13:59:04.379Z
- Poster day hint: unavailable