

# RÜFÜS DU SOL - One-Page Highlights

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

**Tier B | Billing 42 | Priority 57% | Viral 23% | Hype 63%**

## Primary Capture Moments

- TikTok: Use "Inhale / Brighter" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "No Place" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Inhale / Brighter" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "No Place / Music is Better / Be With You".

## Likely Song Triggers

- Innerbloom: in-set 92% | opener 0% | closer+encore 7%
- You Were Right: in-set 85% | opener 0% | closer+encore 0%
- On My Knees: in-set 82% | opener 0% | closer+encore 0%
- Underwater: in-set 73% | opener 0% | closer+encore 0%
- No Place: in-set 71% | opener 0% | closer+encore 100%

## Viral Clip Strategy

- Open with a 6-10s hook from "Inhale / Brighter" to maximize first-scroll retention.
- Save a hard cut reveal for "No Place" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Live Melodic House Performance - For Fans of RÜFÜS Du Sol & Ben Böhmer".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 49%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T05:29:01.174Z
- Poster day hint: unavailable