

The Neighbourhood - One-Page Highlights

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

Tier B | Billing 44 | Priority 54% | Viral 30% | Hype 40%

Primary Capture Moments

- TikTok: Use "Hula Girl" as the first 8-second hook before crowd payoff.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Hula Girl" repeatedly opens recent sets.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Recent live uploads are accelerating, indicating higher social replay value for hero moments.

Likely Song Triggers

- Cry Baby: in-set 79% | opener 0% | closer+encore 0%
- A Little Death: in-set 75% | opener 0% | closer+encore 0%
- Devil's Advocate: in-set 74% | opener 0% | closer+encore 0%
- R.I.P. 2 My Youth: in-set 74% | opener 0% | closer+encore 0%
- Fallen Star: in-set 71% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Hula Girl" to maximize first-scroll retention.
- Mirror framing from high-engagement clip pattern: "I Breakup With You" - Andrew X Spiderman Edit | The Neighbourhood - S".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 36%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T05:29:19.392Z
- Poster day hint: unavailable