

# Holly Humberstone - One-Page Highlights

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

**Tier B | Billing 59 | Priority 57% | Viral 31% | Hype 80%**

## Primary Capture Moments

- TikTok: Use "To Love Somebody" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Deep End" for a high-payoff ending.
- Prioritize the first 90 seconds: "To Love Somebody" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Deep End / Dive".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- Scarlett: in-set 97% | opener 0% | closer+encore 26%
- Falling Asleep at the Wheel: in-set 93% | opener 0% | closer+encore 0%
- The Walls Are Way Too Thin: in-set 92% | opener 17% | closer+encore 0%
- To Love Somebody: in-set 84% | opener 63% | closer+encore 0%
- Deep End: in-set 81% | opener 0% | closer+encore 68%

## Viral Clip Strategy

- Open with a 6-10s hook from "To Love Somebody" to maximize first-scroll retention.
- Save a hard cut reveal for "Deep End" 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: 2026-04-14T18:01:28.918Z
- Poster day hint: unavailable