

Holly Humberstone - One-Page Highlights

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

Tier B | Billing 59 | Priority 54% | Viral 24% | Hype 75%

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.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- 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".

Likely Song Triggers

- Scarlett: in-set 87% | opener 0% | closer+encore 28%
- Falling Asleep at the Wheel: in-set 83% | opener 0% | closer+encore 0%
- The Walls Are Way Too Thin: in-set 81% | opener 0% | closer+encore 0%
- To Love Somebody: in-set 81% | opener 70% | closer+encore 0%
- Cruel World: in-set 74% | opener 5% | closer+encore 0%

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.
- Mirror framing from high-engagement clip pattern: "Holly Humberstone - Beauty Pageant (Live On "Jimmy Kimmel Live!")"
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 65%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T05:30:18.655Z
- Poster day hint: unavailable