

SG Lewis - One-Page Highlights

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

Tier B | Billing 61 | Priority 42% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Back of My Mind" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Missing You" for a high-payoff ending.
- Prioritize the first 90 seconds: "Back of My Mind" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Missing You / Lifetime".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Back of My Mind: in-set 50% | opener 80% | closer+encore 20%
- Transition: in-set 50% | opener 0% | closer+encore 0%
- Chemicals: in-set 0% | opener 0% | closer+encore 0%
- Sunsets - Pt. 2: in-set 0% | opener 0% | closer+encore 0%
- Sugar: in-set 33% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Back of My Mind" to maximize first-scroll retention.
- Save a hard cut reveal for "Missing You" as the end-of-video payoff moment.
- 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 yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-05T05:27:38.919Z
- Poster day hint: unavailable