

Confidence Man - One-Page Highlights

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

Tier B | Billing 67 | Priority 56% | Viral 32% | Hype 83%

Primary Capture Moments

- TikTok: Use "Now U Do" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Holiday" for a high-payoff ending.
- Prioritize the first 90 seconds: "Now U Do" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Holiday / SO WHAT".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- gossip: in-set 96% | opener 21% | closer+encore 0%
- I CAN'T LOSE YOU: in-set 86% | opener 8% | closer+encore 0%
- Holiday: in-set 86% | opener 0% | closer+encore 92%
- SO WHAT: in-set 70% | opener 0% | closer+encore 92%
- ALL MY PEOPLE: in-set 68% | opener 15% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Now U Do" to maximize first-scroll retention.
- Save a hard cut reveal for "Holiday" 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 no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T18:30:17.360Z
- Poster day hint: unavailable