

Midnight Generation - One-Page Highlights

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

Tier C | Billing 73 | Priority 43% | Viral 25% | Hype 77%

Primary Capture Moments

- TikTok: Use "Energy" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Don't Wait Up" for a high-payoff ending.
- Prioritize the first 90 seconds: "Energy" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Afterlife / Tan Cerca".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Don't Wait Up: in-set 96% | opener 0% | closer+encore 56%
- Young Girl: in-set 81% | opener 0% | closer+encore 38%
- Calling You: in-set 79% | opener 0% | closer+encore 0%
- Teacher: in-set 76% | opener 22% | closer+encore 0%
- Energy: in-set 76% | opener 67% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Energy" to maximize first-scroll retention.
- Save a hard cut reveal for "Don't Wait Up" 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 77%
- Data health: Spotify no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T18:46:58.335Z
- Poster day hint: unavailable