

# Kesha - One-Page Highlights

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

**Tier B | Billing 76 | Priority 53% | Viral 30% | Hype 82%**

## Primary Capture Moments

- TikTok: Use "TiK ToK" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "We R Who We R" for a high-payoff ending.
- Prioritize the first 90 seconds: "TiK ToK" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "We R Who We R / Your Love Is My Drug".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- TiK ToK: in-set 100% | opener 76% | closer+encore 0%
- Die Young: in-set 85% | opener 5% | closer+encore 0%
- We R Who We R: in-set 84% | opener 0% | closer+encore 95%
- Blow: in-set 83% | opener 0% | closer+encore 0%
- Take It Off: in-set 80% | opener 0% | closer+encore 5%

## Viral Clip Strategy

- Open with a 6-10s hook from "TiK ToK" to maximize first-scroll retention.
- Save a hard cut reveal for "We R Who We R" 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: 2026-04-14T18:56:05.210Z
- Poster day hint: unavailable