

Kesha - One-Page Highlights

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

Tier B | Billing 76 | Priority 38% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "TiK ToK" as the first 8-second hook before crowd payoff.
- Prioritize the first 90 seconds: "TiK ToK" repeatedly opens recent sets.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

Likely Song Triggers

- TiK ToK: in-set 0% | opener 93% | closer+encore 7%
- JOYRIDE.: in-set 59% | opener 15% | closer+encore 0%
- Only Love Can Save Us Now: in-set 52% | opener 0% | closer+encore 0%
- ATTENTION!: in-set 52% | opener 0% | closer+encore 0%
- Warrior: in-set 46% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "TiK ToK" to maximize first-scroll retention.
- 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: 2026-06-06T05:29:10.199Z
- Poster day hint: unavailable