

# Noah Kahan - One-Page Highlights

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

**Tier B | Billing 77 | Priority 54% | Viral 34% | Hype 84%**

## Primary Capture Moments

- TikTok: Use "All My Love" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Stick Season" for a high-payoff ending.
- Prioritize the first 90 seconds: "All My Love" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Stick Season / The View Between Villages".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Stick Season: in-set 96% | opener 5% | closer+encore 91%
- Dial Drunk: in-set 66% | opener 16% | closer+encore 0%
- Homesick: in-set 64% | opener 6% | closer+encore 17%
- You're Gonna Go Far: in-set 62% | opener 0% | closer+encore 0%
- All My Love: in-set 62% | opener 82% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "All My Love" to maximize first-scroll retention.
- Save a hard cut reveal for "Stick Season" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- 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: 2026-04-14T18:59:07.400Z
- Poster day hint: unavailable