

Role Model - One-Page Highlights

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

Tier B | Billing 78 | Priority 45% | Viral 19% | Hype 50%

Primary Capture Moments

- TikTok: Use "High Hopes 3000" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Sally, When the Wine Runs Out" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "High Hopes 3000" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Sally, When the Wine Runs Out / Deeply Still in Love".

Likely Song Triggers

- High Hopes 3000: in-set 0% | opener 100% | closer+encore 0%
- Writing's on the Wall: in-set 0% | opener 90% | closer+encore 0%
- Look at That Woman: in-set 0% | opener 5% | closer+encore 0%
- Some Protector: in-set 74% | opener 0% | closer+encore 5%
- Superglue: in-set 64% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "High Hopes 3000" to maximize first-scroll retention.
- Save a hard cut reveal for "Sally, When the Wine Runs Out" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Narrative cue: "New Album, Why He's Ending His Viral 'Sally' Bit" is recurring in current chatter/news.

Operational Notes

- Signal source: youtube | confidence 21%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-06T05:27:55.595Z
- Poster day hint: unavailable