

# Role Model - One-Page Highlights

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

**Tier B | Billing 78 | Priority 51% | Viral 29% | Hype 80%**

## Primary Capture Moments

- TikTok: Use "Writing's on the Wall" 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.
- Prioritize the first 90 seconds: "Writing's on the Wall" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Sally, When the Wine Runs Out / Deeply Still in Love".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- Sally, When the Wine Runs Out: in-set 100% | opener 13% | closer+encore 71%
- Writing's on the Wall: in-set 81% | opener 100% | closer+encore 0%
- Some Protector: in-set 78% | opener 0% | closer+encore 5%
- Look at That Woman: in-set 78% | opener 0% | closer+encore 0%
- Old Recliners: in-set 69% | opener 0% | closer+encore 5%

## Viral Clip Strategy

- Open with a 6-10s hook from "Writing's on the Wall" to maximize first-scroll retention.
- Save a hard cut reveal for "Sally, When the Wine Runs Out" 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: 2026-04-14T19:02:09.227Z
- Poster day hint: unavailable