

Big Gigantic - One-Page Highlights

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

Tier C | Billing 85 | Priority 37% | Viral 23% | Hype 59%

Primary Capture Moments

- TikTok: Use "Run This Town" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "All of Me" for a high-payoff ending.
- Prioritize the first 90 seconds: "Run This Town" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "All of Me".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Friends: in-set 73% | opener 0% | closer+encore 0%
- Good Times Roll: in-set 71% | opener 0% | closer+encore 0%
- Run This Town: in-set 60% | opener 100% | closer+encore 0%
- Like That: in-set 60% | opener 0% | closer+encore 0%
- Can't Hold Us: in-set 60% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Run This Town" to maximize first-scroll retention.
- Save a hard cut reveal for "All of Me" 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 46%
- Data health: Spotify no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-06T05:29:40.816Z
- Poster day hint: unavailable