

Trombone Shorty & Orleans Avenue - One-Page Highlights

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

Tier C | Billing 89 | Priority 40% | Viral 26% | Hype 82%

Primary Capture Moments

- TikTok: Use "Hold Up" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Hurricane Season" for a high-payoff ending.
- Prioritize the first 90 seconds: "Hold Up" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Hurricane Season / Something Beautiful - Shortyville".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Do to Me: in-set 73% | opener 0% | closer+encore 0%
- Buckjump: in-set 62% | opener 30% | closer+encore 0%
- Lifted: in-set 56% | opener 0% | closer+encore 0%
- Where It At?: in-set 50% | opener 0% | closer+encore 0%
- Here Come the Girls: in-set 40% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Hold Up" to maximize first-scroll retention.
- Save a hard cut reveal for "Hurricane Season" 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: 2026-04-14T19:34:00.794Z
- Poster day hint: unavailable