

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 32% | Viral 12% | Hype 53%

Primary Capture Moments

- TikTok: Use "Hold Up, Wait a Minute" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Hurricane Season" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Hold Up, Wait a Minute" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Hurricane Season / Hurricane Season / Give Up the Funk (Tear the Roof off the Sucker) / Get Up (I Feel Like Being a) Sex Machine / Hurricane Season".

Likely Song Triggers

- Do To Me: in-set 65% | opener 0% | closer+encore 0%
- Lifted: in-set 64% | opener 20% | closer+encore 0%
- Buckjump: in-set 53% | opener 33% | closer+encore 0%
- Where It At?: in-set 43% | opener 0% | closer+encore 0%
- Lie To Me: in-set 38% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Hold Up, Wait a Minute" to maximize first-scroll retention.
- Save a hard cut reveal for "Hurricane Season" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 23%
- Data health: Spotify no, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-06T05:29:59.181Z
- Poster day hint: unavailable