

Audrey Hobert - One-Page Highlights

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

Tier C | Billing 92 | Priority 33% | Viral 14% | Hype 63%

Primary Capture Moments

- TikTok: Use "I like to touch people" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Silver Jubilee" for a high-payoff ending.
- Prioritize the first 90 seconds: "I like to touch people" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Silver Jubilee".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Bowling alley: in-set 68% | opener 8% | closer+encore 0%
- Thirst Trap: in-set 68% | opener 0% | closer+encore 0%
- Sue me: in-set 68% | opener 0% | closer+encore 4%
- Wet Hair: in-set 64% | opener 5% | closer+encore 0%
- Sex and the city: in-set 64% | opener 0% | closer+encore 5%

Viral Clip Strategy

- Open with a 6-10s hook from "I like to touch people" to maximize first-scroll retention.
- Save a hard cut reveal for "Silver Jubilee" 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 54%
- Data health: Spotify no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T19:43:06.470Z
- Poster day hint: unavailable