

Audrey Hobert - One-Page Highlights

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

Tier C | Billing 92 | Priority 41% | Viral 36% | Hype 77%

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.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- 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 / Ain't It Fun".

Likely Song Triggers

- I like to touch people: in-set 0% | opener 95% | closer+encore 0%
- Bowling alley: in-set 0% | opener 0% | closer+encore 0%
- Thirst Trap: in-set 0% | opener 0% | closer+encore 0%
- Sex and the city: in-set 63% | opener 0% | closer+encore 0%
- Drive: in-set 0% | opener 0% | closer+encore 0%

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.
- Mirror framing from high-engagement clip pattern: "Audrey & Friends: Audrey Hobert".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 74%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-06T05:29:04.133Z
- Poster day hint: unavailable