

Aly & AJ - One-Page Highlights

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

Tier C | Billing 96 | Priority 32% | Viral 21% | Hype 46%

Primary Capture Moments

- TikTok: Use "Silver Deliverer" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Potential Breakup Song" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Silver Deliverer" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Potential Breakup Song / Places to Run".

Likely Song Triggers

- Potential Breakup Song: in-set 100% | opener 0% | closer+encore 100%
- Slow Dancing: in-set 79% | opener 0% | closer+encore 0%
- Rush: in-set 79% | opener 0% | closer+encore 0%
- Pretty Places: in-set 76% | opener 0% | closer+encore 0%
- Silver Deliverer: in-set 70% | opener 88% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Silver Deliverer" to maximize first-scroll retention.
- Save a hard cut reveal for "Potential Breakup Song" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.

Operational Notes

- Signal source: youtube | confidence 17%
- Data health: Spotify no, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-06T05:29:34.767Z
- Poster day hint: unavailable