

# Alabama Shakes - One-Page Highlights

Bonnaroo 2026 | 2026-06-11 to 2026-06-15 | Manchester, TN

**Tier A | Billing 14 | Priority 78% | Viral 30% | Hype 83%**

## Primary Capture Moments

- TikTok: Use "Time" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Always Alright" for a high-payoff ending.
- Prioritize the first 90 seconds: "Time" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Always Alright / Drive By Baby".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- Hold On: in-set 97% | opener 0% | closer+encore 10%
- Don't Wanna Fight: in-set 91% | opener 5% | closer+encore 5%
- Sound & Color: in-set 89% | opener 0% | closer+encore 0%
- This Feeling: in-set 84% | opener 0% | closer+encore 0%
- Gimme All Your Love: in-set 83% | opener 0% | closer+encore 10%

## Viral Clip Strategy

- Open with a 6-10s hook from "Time" to maximize first-scroll retention.
- Save a hard cut reveal for "Always Alright" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- Narrative cue: "Alabama Shakes Red Rocks show was a soul revival: photos" is recurring in current chatter/news.

## Operational Notes

- Signal source: spotify\_setlist\_proxy | confidence 86%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-02T14:00:45.720Z
- Poster day hint: Saturday Jun 13