

Spiritual Cramp - One-Page Highlights

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

Tier B | Billing 27 | Priority 62% | Viral 22% | Hype 56%

Primary Capture Moments

- TikTok: Use "The Oogum Boogum Song" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Better Off This Way" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "The Oogum Boogum Song" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Better Off This Way / Talkin' on the Internet".

Likely Song Triggers

- The Oogum Boogum Song: in-set 8% | opener 100% | closer+encore 0%
- Go Back Home: in-set 0% | opener 91% | closer+encore 0%
- Blowback: in-set 0% | opener 0% | closer+encore 0%
- Better Off This Way: in-set 73% | opener 0% | closer+encore 100%
- Slick Rick: in-set 71% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "The Oogum Boogum Song" to maximize first-scroll retention.
- Save a hard cut reveal for "Better Off This Way" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Spiritual Cramp - Full Performance (Live on KEXP)".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 30%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-12T05:30:03.695Z
- Poster day hint: Thursday Jun 11