

Mt. Joy - One-Page Highlights

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

Tier B | Billing 7 | Priority 59% | Viral 11% | Hype 36%

Primary Capture Moments

- TikTok: Use "Lemon Tree" as the first 8-second hook before crowd payoff.
- Prioritize the first 90 seconds: "Lemon Tree" repeatedly opens recent sets.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

Likely Song Triggers

- Jenny Jenkins: in-set 71% | opener 0% | closer+encore 0%
- Highway Queen: in-set 69% | opener 0% | closer+encore 0%
- I'm Your Wreck: in-set 66% | opener 0% | closer+encore 0%
- Cardinal: in-set 57% | opener 0% | closer+encore 0%
- Lemon Tree: in-set 54% | opener 69% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Lemon Tree" to maximize first-scroll retention.
- Narrative cue: "Mt. Joy 'Hope We Have Fun Tour: Part II' coming to Birmingham: Ticket deals for April 14 show" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 33%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-12T05:30:11.509Z
- Poster day hint: Friday Jun 12