

Jessie Murph - One-Page Highlights

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

Tier B | Billing 9 | Priority 59% | Viral 10% | Hype 42%

Primary Capture Moments

- TikTok: Use "Gucci Mane" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Forever" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Gucci Mane" repeatedly opens recent sets.
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Heroin: in-set 63% | opener 0% | closer+encore 0%
- I Like How I Look: in-set 62% | opener 0% | closer+encore 0%
- How Could You: in-set 54% | opener 0% | closer+encore 0%
- 1965: in-set 49% | opener 13% | closer+encore 0%
- Always Been You: in-set 47% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Gucci Mane" to maximize first-scroll retention.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 41%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-07T05:28:24.090Z
- Poster day hint: Friday Jun 12