

Hot Mulligan - One-Page Highlights

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

Tier C | Billing 45 | Priority 46% | Viral 22% | Hype 33%

Primary Capture Moments

- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- 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.
- Hold one locked wide shot for stage lighting and production cues.
- Public-interest spike on Wikipedia (1.68x baseline). Plan one context-first opening shot.

Likely Song Triggers

- Shhhh! Golf Is On: in-set 72% | opener 0% | closer+encore 0%
- And a Big Load: in-set 72% | opener 0% | closer+encore 0%
- Stickers of Brian: in-set 66% | opener 0% | closer+encore 0%
- Drink Milk and Run: in-set 65% | opener 31% | closer+encore 0%
- Gans Media Retro Games: in-set 65% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Mirror framing from high-engagement clip pattern: "Hot Mulligan's First Emo's Not Dead Cruise Set".
- 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.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 46%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-12T05:30:57.262Z
- Poster day hint: Friday Jun 12