

Sub Focus - One-Page Highlights

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

Tier B | Billing 87 | Priority 51% | Viral 12% | Hype 64%

Primary Capture Moments

- TikTok: Use "On & On" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Vibration" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "On & On" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Vibration / So Many Colours".

Likely Song Triggers

- On & On: in-set 0% | opener 50% | closer+encore 0%
- Roll Too Deep: in-set 62% | opener 0% | closer+encore 0%
- Wildfire: in-set 62% | opener 0% | closer+encore 0%
- Off The Ground: in-set 52% | opener 0% | closer+encore 0%
- Vibration: in-set 48% | opener 0% | closer+encore 50%

Viral Clip Strategy

- Open with a 6-10s hook from "On & On" to maximize first-scroll retention.
- Save a hard cut reveal for "Vibration" as the end-of-video payoff moment.
- 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 44%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-13T05:29:48.815Z
- Poster day hint: Saturday Jun 13