

Holly Humberstone - One-Page Highlights

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

Tier C | Billing 95 | Priority 45% | Viral 22% | Hype 74%

Primary Capture Moments

- TikTok: Use "Make It All Better" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Dive" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Make It All Better" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Dive / Lucy".

Likely Song Triggers

- Make It All Better: in-set 35% | opener 50% | closer+encore 0%
- So It Starts...: in-set 21% | opener 100% | closer+encore 0%
- To Love Somebody: in-set 0% | opener 58% | closer+encore 0%
- The Walls Are Way Too Thin: in-set 0% | opener 0% | closer+encore 0%
- Cruel World: in-set 0% | opener 10% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Make It All Better" to maximize first-scroll retention.
- Save a hard cut reveal for "Dive" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Holly Humberstone - Beauty Pageant (Live On "Jimmy Kimmel Live!")"
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 65%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-13T05:30:50.680Z
- Poster day hint: Saturday Jun 13