

# Mariah the Scientist - One-Page Highlights

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

**Tier B | Billing 26 | Priority 64% | Viral 26% | Hype 65%**

## Primary Capture Moments

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

## Likely Song Triggers

- Sacrifice: in-set 66% | opener 100% | closer+encore 0%
- All for Me: in-set 0% | opener 0% | closer+encore 0%
- United Nations + 1000 Ways to Die: in-set 63% | opener 0% | closer+encore 0%
- Eternal Flame: in-set 63% | opener 0% | closer+encore 0%
- 2 You: in-set 0% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Sacrifice" to maximize first-scroll retention.
- Save a hard cut reveal for "Is It a Crime" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Mariah the Scientist - live at First Financial Credit Union Amp in Albuquerque [".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 54%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-07T05:29:10.651Z
- Poster day hint: Sunday Jun 14