

# Smoakland - One-Page Highlights

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

**Tier C | Billing 115 | Priority 39% | Viral 19% | Hype 57%**

## Primary Capture Moments

- TikTok: Use "Mercy" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Smoak & Sip" for a high-payoff ending.
- Prioritize the first 90 seconds: "Mercy" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Smoak & Sip".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- Smoak & Sip: in-set 75% | opener 0% | closer+encore 100%
- Mercy: in-set 60% | opener 100% | closer+encore 0%
- MIND CONTROL: in-set 60% | opener 0% | closer+encore 0%
- Ecstasy of Soul: in-set 60% | opener 0% | closer+encore 0%
- Bassface: in-set 60% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Mercy" to maximize first-scroll retention.
- Save a hard cut reveal for "Smoak & Sip" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: spotify\_setlist\_proxy | confidence 46%
- Data health: Spotify no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-03T05:30:38.522Z
- Poster day hint: Saturday Jun 13