

Effin - One-Page Highlights

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

Tier C | Billing 116 | Priority 34% | Viral 9% | Hype 41%

Primary Capture Moments

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

Likely Song Triggers

- Divine: in-set 100% | opener 0% | closer+encore 100%
- In The Sky: in-set 90% | opener 0% | closer+encore 0%
- Love Potion: in-set 80% | opener 100% | closer+encore 0%
- What's In Your Heart: in-set 74% | opener 0% | closer+encore 0%
- Hot Mic: in-set 70% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Love Potion" to maximize first-scroll retention.
- Save a hard cut reveal for "Divine" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Effin - Live @ Piere's in Fort Wayne IN - Feb 2026".
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 12%
- Data health: Spotify no, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-03T05:30:44.790Z
- Poster day hint: Saturday Jun 13