

The Belonging Co - One-Page Highlights

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

Tier C | Billing 151 | Priority 31% | Viral 16% | Hype 44%

Primary Capture Moments

- TikTok: Use "Prize" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Nothing Else" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Prize" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Nothing Else / See a Victory".

Likely Song Triggers

- Prize: in-set 70% | opener 100% | closer+encore 0%
- Greater Than All: in-set 70% | opener 0% | closer+encore 0%
- Peace Be Still: in-set 70% | opener 0% | closer+encore 0%
- The Blessing: in-set 70% | opener 0% | closer+encore 0%
- Love Like This: in-set 70% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Prize" to maximize first-scroll retention.
- Save a hard cut reveal for "Nothing Else" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Greater Than All (Clip)- The Belonging Co | Worship Live".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 17%
- Data health: Spotify no, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-04T05:28:22.994Z
- Poster day hint: Jun 14, 2026