

# Maren Morris - One-Page Highlights

High Water Music Festival | 0026-04-18 to 0026-04-19 | North Charleston, SC

**Tier B | Billing 4 | Priority 66% | Viral 26% | Hype 81%**

## Primary Capture Moments

- TikTok: Use "cry in the car" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "The Bones" for a high-payoff ending.
- Prioritize the first 90 seconds: "cry in the car" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "The Bones / because, of course".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- The Bones: in-set 94% | opener 0% | closer+encore 100%
- My Church: in-set 80% | opener 0% | closer+encore 0%
- 80s Mercedes: in-set 75% | opener 0% | closer+encore 0%
- Rich: in-set 75% | opener 0% | closer+encore 0%
- GIRL: in-set 74% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "cry in the car" to maximize first-scroll retention.
- Save a hard cut reveal for "The Bones" as the end-of-video payoff moment.
- Narrative cue: "Country singer Maren Morris embroiled in furious clash after being told her six-year-old son needs to 'toughen'" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: spotify\_setlist\_proxy | confidence 86%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T14:53:23.730Z
- Poster day hint: unavailable