

# Jensen McRae - One-Page Highlights

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

**Tier B | Billing 6 | Priority 56% | Viral 15% | Hype 50%**

## Primary Capture Moments

- TikTok: Use "The Rearranger" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Massachusetts" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "The Rearranger" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Massachusetts / I Don't Do Drugs".

## Likely Song Triggers

- Massachusetts: in-set 100% | opener 0% | closer+encore 100%
- My Ego Dies at the End: in-set 97% | opener 0% | closer+encore 0%
- Savannah: in-set 90% | opener 5% | closer+encore 0%
- Dead Girl Walking: in-set 87% | opener 0% | closer+encore 0%
- Praying for Your Downfall: in-set 87% | opener 0% | closer+encore 35%

## Viral Clip Strategy

- Open with a 6-10s hook from "The Rearranger" to maximize first-scroll retention.
- Save a hard cut reveal for "Massachusetts" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: youtube | confidence 23%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:53:26.419Z
- Poster day hint: unavailable