

Trousdale - One-Page Highlights

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

Tier B | Billing 8 | Priority 53% | Viral 14% | Hype 48%

Primary Capture Moments

- TikTok: Use "Growing Pains" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Wouldn't Come Back" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Growing Pains" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "If I'm Honest / Always, Joni".

Likely Song Triggers

- Wouldn't Come Back: in-set 82% | opener 0% | closer+encore 33%
- If I'm Honest: in-set 77% | opener 0% | closer+encore 100%
- Secondhand Smoke: in-set 61% | opener 0% | closer+encore 0%
- Any Day Now: in-set 61% | opener 0% | closer+encore 0%
- The Lck: in-set 59% | opener 0% | closer+encore 10%

Viral Clip Strategy

- Open with a 6-10s hook from "Growing Pains" to maximize first-scroll retention.
- Save a hard cut reveal for "If I'm Honest" 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 17%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:53:28.515Z
- Poster day hint: unavailable