

The Runarounds - One-Page Highlights

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

Tier C | Billing 9 | Priority 49% | Viral 28% | Hype 62%

Primary Capture Moments

- TikTok: Use "Ghosts" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Valerie" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Ghosts" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Valerie / Downtown".

Likely Song Triggers

- Arrhythmia: in-set 62% | opener 0% | closer+encore 0%
- Bleachers: in-set 56% | opener 0% | closer+encore 13%
- Funny How The Universe Works: in-set 56% | opener 0% | closer+encore 0%
- Valerie: in-set 56% | opener 0% | closer+encore 88%
- Downtown: in-set 56% | opener 0% | closer+encore 100%

Viral Clip Strategy

- Open with a 6-10s hook from "Ghosts" to maximize first-scroll retention.
- Save a hard cut reveal for "Valerie" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "first night back on tour. catch this full live performance of Valerie on @Spotif".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 36%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:53:29.606Z
- Poster day hint: unavailable