

CAAMP - One-Page Highlights

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

Tier B | Billing 11 | Priority 59% | Viral 32% | Hype 85%

Primary Capture Moments

- TikTok: Use "Lavender Girl" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "All the Debts I Owe" for a high-payoff ending.
- Prioritize the first 90 seconds: "Lavender Girl" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Officer of Love".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Vagabond: in-set 83% | opener 13% | closer+encore 13%
- Peach Fuzz: in-set 82% | opener 0% | closer+encore 0%
- All the Debts I Owe: in-set 79% | opener 0% | closer+encore 54%
- By and By: in-set 79% | opener 0% | closer+encore 42%
- 26: in-set 78% | opener 11% | closer+encore 6%

Viral Clip Strategy

- Open with a 6-10s hook from "Lavender Girl" to maximize first-scroll retention.
- Save a hard cut reveal for "All the Debts I Owe" as the end-of-video payoff moment.
- Narrative cue: "Richmond summer concert guide: Alabama Shakes, CAAMP, St. Paul & Broken Bones" 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: 2026-04-14T14:53:33.078Z
- Poster day hint: unavailable