

# Chance Peña - One-Page Highlights

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

Tier C | Billing 17 | Priority 38% | Viral 26% | Hype 64%

## Primary Capture Moments

- TikTok: Use "Cold" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "i am not who i was" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Cold" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "i am not who i was / The Mountain Is You".

## Likely Song Triggers

- i am not who i was: in-set 82% | opener 0% | closer+encore 90%
- In My Room: in-set 77% | opener 0% | closer+encore 0%
- Sleep Deprivation: in-set 74% | opener 0% | closer+encore 0%
- The Mountain Is You: in-set 72% | opener 0% | closer+encore 90%
- Good Love Die: in-set 66% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Cold" to maximize first-scroll retention.
- Save a hard cut reveal for "i am not who i was" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Chance Pena LiVE Clip 2 Toronto 09092025".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 51%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:53:13.480Z
- Poster day hint: unavailable