

# Penny & Sparrow - One-Page Highlights

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

**Tier C | Billing 18 | Priority 34% | Viral 22% | Hype 59%**

## Primary Capture Moments

- TikTok: Use "Jeopardy" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Alphabet" for a high-payoff ending.
- Prioritize the first 90 seconds: "Jeopardy" repeatedly opens recent sets.
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

## Likely Song Triggers

- Alabama Haint: in-set 85% | opener 13% | closer+encore 0%
- Need You: in-set 82% | opener 0% | closer+encore 33%
- Don't Wanna Be Without Ya: in-set 80% | opener 0% | closer+encore 0%
- Jeopardy: in-set 68% | opener 93% | closer+encore 0%
- Adeline: in-set 67% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Jeopardy" to maximize first-scroll retention.
- Save a hard cut reveal for "Honest Wage" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: spotify\_setlist\_proxy | confidence 77%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T14:53:18.402Z
- Poster day hint: unavailable