

Alice Phoebe Lou - One-Page Highlights

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

Tier C | Billing 20 | Priority 37% | Viral 28% | Hype 80%

Primary Capture Moments

- TikTok: Use "Touch" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Witches" for a high-payoff ending.
- Prioritize the first 90 seconds: "Touch" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Witches / Dirty Mouth".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Open My Door: in-set 94% | opener 0% | closer+encore 9%
- Witches: in-set 93% | opener 0% | closer+encore 91%
- Only When I: in-set 77% | opener 9% | closer+encore 0%
- Lover // Over the Moon: in-set 75% | opener 0% | closer+encore 0%
- Touch: in-set 72% | opener 64% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Touch" to maximize first-scroll retention.
- Save a hard cut reveal for "Witches" 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 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T14:53:21.960Z
- Poster day hint: unavailable