

Chris Stapleton - One-Page Highlights

Two Step Inn | 2026-04-18 to 2026-04-19 | Georgetown, TX

Tier B | Billing 16 | Priority 53% | Viral 23% | Hype 60%

Primary Capture Moments

- TikTok: Use "Bad As I Used To Be" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Outlaw State of Mind" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Bad As I Used To Be" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Outlaw State of Mind".

Likely Song Triggers

- Tennessee Whiskey: in-set 98% | opener 5% | closer+encore 40%
- You Should Probably Leave: in-set 83% | opener 0% | closer+encore 0%
- Starting Over: in-set 76% | opener 0% | closer+encore 0%
- Broken Halos: in-set 74% | opener 0% | closer+encore 17%
- Parachute: in-set 73% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Bad As I Used To Be" to maximize first-scroll retention.
- Save a hard cut reveal for "Outlaw State of Mind" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Narrative cue: "Chris Stapleton's 'All-American Road Show' opens next month (May 2026), find Detroit tickets" is recurring in current chatter/news.

Operational Notes

- Signal source: youtube | confidence 38%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:06:02.179Z
- Poster day hint: unavailable