

The Castellows - One-Page Highlights

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

Tier C | Billing 24 | Priority 43% | Viral 30% | Hype 83%

Primary Capture Moments

- TikTok: Use "No. 7 Road" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Sober Sundays" for a high-payoff ending.
- Prioritize the first 90 seconds: "No. 7 Road" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Sober Sundays / Hurricane".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Cowboy Kind of Love: in-set 80% | opener 8% | closer+encore 0%
- Sober Sundays: in-set 76% | opener 11% | closer+encore 89%
- No. 7 Road: in-set 70% | opener 55% | closer+encore 9%
- Hurricane: in-set 69% | opener 0% | closer+encore 91%
- Ways to Go: in-set 56% | opener 27% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "No. 7 Road" to maximize first-scroll retention.
- Save a hard cut reveal for "Sober Sundays" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- 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: 2026-04-14T14:06:14.656Z
- Poster day hint: unavailable