

The Red Clay Strays - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier B | Billing 11 | Priority 61% | Viral 15% | Hype 46%

Primary Capture Moments

- TikTok: Use "Ramblin'" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Wanna Be Loved" for a high-payoff ending.
- Prioritize the first 90 seconds: "Good Godly Woman" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Wanna Be Loved / No One Else Like Me".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Wondering Why: in-set 92% | opener 6% | closer+encore 0%
- Wanna Be Loved: in-set 75% | opener 0% | closer+encore 94%
- People Hatin': in-set 71% | opener 6% | closer+encore 0%
- Drowning: in-set 70% | opener 0% | closer+encore 0%
- No One Else Like Me: in-set 67% | opener 0% | closer+encore 100%

Viral Clip Strategy

- Open with a 6-10s hook from "Good Godly Woman" to maximize first-scroll retention.
- Save a hard cut reveal for "Wanna Be Loved" as the end-of-video payoff moment.
- Narrative cue: "RODEOHOUSTON 2026 review: Red Clay Strays and Brandon Coleman live" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 16%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T13:59:07.146Z
- Poster day hint: Thursday