

Gretchen Wilson - One-Page Highlights

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

Tier B | Billing 5 | Priority 63% | Viral 14% | Hype 53%

Primary Capture Moments

- TikTok: Use "Here for the Party" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "All Jacked Up" for a high-payoff ending.
- Prioritize the first 90 seconds: "Here for the Party" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Her Strut".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Here for the Party: in-set 85% | opener 100% | closer+encore 0%
- Redneck Woman: in-set 77% | opener 0% | closer+encore 50%
- All Jacked Up: in-set 49% | opener 0% | closer+encore 33%
- Simple Man: in-set 34% | opener 33% | closer+encore 0%
- California Girls: in-set 32% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Here for the Party" to maximize first-scroll retention.
- Save a hard cut reveal for "Her Strut" 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: youtube | confidence 18%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:32:04.208Z
- Poster day hint: Thursday