

Rhett Akins - One-Page Highlights

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

Tier B | Billing 6 | Priority 70% | Viral 27% | Hype 82%

Primary Capture Moments

- TikTok: Use "Dirt on My Boots" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "That Ain't My Truck" for a high-payoff ending.
- Prioritize the first 90 seconds: "Dirt on My Boots" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "That Ain't My Truck".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- That Ain't My Truck: in-set 98% | opener 33% | closer+encore 50%
- Kiss My Country Ass: in-set 34% | opener 0% | closer+encore 0%
- Don't Get Me Started: in-set 31% | opener 0% | closer+encore 0%
- Boys 'Round Here: in-set 30% | opener 0% | closer+encore 14%
- Dirt on My Boots: in-set 28% | opener 100% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Dirt on My Boots" to maximize first-scroll retention.
- Save a hard cut reveal for "That Ain't My Truck" 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: 2026-06-03T18:50:21.361Z
- Poster day hint: Thursday June 4