

# HARDY - One-Page Highlights

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

**Tier B | Billing 22 | Priority 57% | Viral 15% | Hype 26%**

## Primary Capture Moments

- TikTok: Prioritize one hook-to-payoff sequence with visible crowd reaction.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.
- Hold one locked wide shot for stage lighting and production cues.

## Likely Song Triggers

- Here Comes Santa Claus (Right Down Santa Claus Lane) - 1947 Version: in-set 33% | opener 0% | closer+encore 0%
- Frosty the Snowman: in-set 12% | opener 0% | closer+encore 0%
- Here Comes Santa Claus (Right down Santa Claus Lane): in-set 11% | opener 0% | closer+encore 0%
- Here Comes Santa Claus: in-set 9% | opener 0% | closer+encore 0%
- Frosty The Snowman (with The Cass County Boys) - 78rpm Version: in-set 9% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: spotify\_setlist\_proxy | confidence 44%
- Data health: Spotify yes, setlist no, YouTube no, TikTok no
- Last insight update: 2026-06-02T13:59:09.602Z
- Poster day hint: Sunday June 7