

# Willow Avalon - One-Page Highlights

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

**Tier B | Billing 29 | Priority 70% | Viral 34% | Hype 86%**

## Primary Capture Moments

- TikTok: Use "Pink Pocket Pistol" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Homewrecker" for a high-payoff ending.
- Prioritize the first 90 seconds: "Pink Pocket Pistol" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Yodelayheewho / Something We Regret".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Tequila or Whiskey: in-set 92% | opener 33% | closer+encore 0%
- Homewrecker: in-set 85% | opener 0% | closer+encore 33%
- Yodelayheewho: in-set 62% | opener 0% | closer+encore 67%
- Something We Regret: in-set 51% | opener 0% | closer+encore 50%
- Baby Blue: in-set 46% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Pink Pocket Pistol" to maximize first-scroll retention.
- Save a hard cut reveal for "Yodelayheewho" 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: 2026-06-03T18:58:09.345Z
- Poster day hint: Friday