

Carter Faith - One-Page Highlights

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

Tier C | Billing 145 | Priority 38% | Viral 11% | Hype 43%

Primary Capture Moments

- TikTok: Use "Cherry Valley" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Bar Star" for a high-payoff ending.
- Prioritize the first 90 seconds: "Cherry Valley" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Burn My Memory / Still a Lover".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Greener Pasture: in-set 79% | opener 0% | closer+encore 0%
- Betty: in-set 79% | opener 17% | closer+encore 0%
- Bar Star: in-set 76% | opener 0% | closer+encore 50%
- Lasso: in-set 75% | opener 0% | closer+encore 0%
- If I Had Never Lost My Mind...: in-set 68% | opener 10% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Cherry Valley" to maximize first-scroll retention.
- Save a hard cut reveal for "Burn My Memory" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Carter Faith - LIVE (FULL CONCERT) @ The Fillmore - Philadelphia, PA - 10/10/25".
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 12%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:32:23.124Z
- Poster day hint: Saturday