

Vincent Mason - One-Page Highlights

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

Tier B | Billing 28 | Priority 61% | Viral 18% | Hype 52%

Primary Capture Moments

- TikTok: Use "Speak of the Devil" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Damned If I Do" for a high-payoff ending.
- Prioritize the first 90 seconds: "Speak of the Devil" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Damned If I Do / Don't Ask Me".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Hell is a Dance Floor: in-set 97% | opener 7% | closer+encore 0%
- Damned If I Do: in-set 83% | opener 7% | closer+encore 86%
- Train of Thought: in-set 72% | opener 0% | closer+encore 0%
- Wish You Well: in-set 72% | opener 0% | closer+encore 8%
- Speak of the Devil: in-set 70% | opener 62% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Speak of the Devil" to maximize first-scroll retention.
- Save a hard cut reveal for "Damned If I Do" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Vincent Mason - Live From Grimey's".
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 21%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-03T18:58:08.129Z
- Poster day hint: Jun 4, 2026