

# Zach John King - One-Page Highlights

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

**Tier B | Billing 30 | Priority 74% | Viral 46% | Hype 91%**

## Primary Capture Moments

- TikTok: Use "Space" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Space" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Space" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Lose You / Slow Down".

## Likely Song Triggers

- Space: in-set 97% | opener 57% | closer+encore 36%
- Lose You: in-set 87% | opener 8% | closer+encore 69%
- Get to Drinkin: in-set 70% | opener 0% | closer+encore 17%
- Life Behind Bars: in-set 69% | opener 17% | closer+encore 0%
- Slow Down: in-set 57% | opener 0% | closer+encore 100%

## Viral Clip Strategy

- Open with a 6-10s hook from "Space" to maximize first-scroll retention.
- Save a hard cut reveal for "Space" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "2025 was for y'all. 2026 is gonna be the same. #country #zachjohnking #morganwal".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 91%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-03T18:58:10.872Z
- Poster day hint: Jun 4, 2026