

The Jack Wharff Band - One-Page Highlights

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

Tier C | Billing 35 | Priority 57% | Viral 23% | Hype 79%

Primary Capture Moments

- TikTok: Use "Richmond City Jail" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Time" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Richmond City Jail" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Time / No Way Out".

Likely Song Triggers

- Richmond City Jail: in-set 51% | opener 50% | closer+encore 0%
- Ole Virginia: in-set 0% | opener 25% | closer+encore 0%
- Blue Collar Boy: in-set 39% | opener 0% | closer+encore 0%
- Time: in-set 37% | opener 0% | closer+encore 67%
- Moonshine Man: in-set 28% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Richmond City Jail" to maximize first-scroll retention.
- Save a hard cut reveal for "Time" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "THE JACK WHARFF BAND live@'King Tut's Wha Wha Hut',Glasgow ,03/18/2026."
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 75%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T03:24:36.572Z
- Poster day hint: Jun 4, 2026