

Brad Cox - One-Page Highlights

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

Tier C | Billing 49 | Priority 41% | Viral 0% | Hype 23%

Primary Capture Moments

- TikTok: Use "Sunset Psalm" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Give Me Tonight" for a high-payoff ending.
- Prioritize the first 90 seconds: "Sunset Psalm" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Give Me Tonight / Beau in the Back".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Lake House: in-set 75% | opener 0% | closer+encore 0%
- Water on the Ground: in-set 71% | opener 0% | closer+encore 0%
- I'm a Boxer: in-set 69% | opener 0% | closer+encore 0%
- Everything I've Got: in-set 67% | opener 0% | closer+encore 0%
- Sunset Psalm: in-set 64% | opener 100% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Sunset Psalm" to maximize first-scroll retention.
- Save a hard cut reveal for "Give Me Tonight" 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 46%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-07T03:24:34.042Z
- Poster day hint: Jun 4, 2026