

# ERNEST - One-Page Highlights

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

**Tier C | Billing 57 | Priority 56% | Viral 27% | Hype 82%**

## Primary Capture Moments

- TikTok: Use "Live From the South" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Flower Shops" for a high-payoff ending.
- Prioritize the first 90 seconds: "Live From the South" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Flower Shops / Gettin' Gone".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Flower Shops: in-set 60% | opener 0% | closer+encore 75%
- Live From the South: in-set 52% | opener 100% | closer+encore 0%
- Tennessee Queen: in-set 52% | opener 0% | closer+encore 0%
- Sugar: in-set 45% | opener 0% | closer+encore 0%
- Would If I Could: in-set 44% | opener 17% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Live From the South" to maximize first-scroll retention.
- Save a hard cut reveal for "Flower Shops" 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 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-02T16:37:54.225Z
- Poster day hint: Jun 4, 2026