

# Alexandra Kay - One-Page Highlights

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

Tier C | Billing 59 | Priority 44% | Viral 12% | Hype 27%

## Primary Capture Moments

- TikTok: Use "Feminine Energy" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Everleave" for a high-payoff ending.
- Prioritize the first 90 seconds: "More Than You" repeatedly opens recent sets.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

## Likely Song Triggers

- Feminine Energy: in-set 0% | opener 42% | closer+encore 0%
- Backroad Therapy: in-set 0% | opener 13% | closer+encore 38%
- She Stayed: in-set 63% | opener 0% | closer+encore 0%
- Painted Him Perfect: in-set 0% | opener 0% | closer+encore 36%
- Everleave: in-set 0% | opener 0% | closer+encore 69%

## Viral Clip Strategy

- Open with a 6-10s hook from "Feminine Energy" to maximize first-scroll retention.
- Save a hard cut reveal for "Everleave" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "FULL SET: Alexandra Kay in Atlanta, GA 9-26-25 Live @Variety Playhouse Second Wi".
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: youtube | confidence 12%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-07T05:29:58.653Z
- Poster day hint: Jun 4, 2026