

Chayce Beckham - One-Page Highlights

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

Tier C | Billing 79 | Priority 44% | Viral 7% | Hype 44%

Primary Capture Moments

- TikTok: Use "Waylon in '75" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Drink You Off My Mind" for a high-payoff ending.
- Prioritize the first 90 seconds: "Waylon in '75" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Drink You Off My Mind / 23".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Waylon in '75: in-set 56% | opener 100% | closer+encore 0%
- Keeping Me Up All Night: in-set 0% | opener 0% | closer+encore 0%
- This Ol' Rodeo: in-set 62% | opener 0% | closer+encore 0%
- Ocean Blue: in-set 54% | opener 0% | closer+encore 0%
- Drink You Off My Mind: in-set 52% | opener 0% | closer+encore 100%

Viral Clip Strategy

- Open with a 6-10s hook from "Waylon in '75" to maximize first-scroll retention.
- Save a hard cut reveal for "Drink You Off My Mind" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Chayce Beckham Intro and "Waylon in '75" at Hobart Art Theater on June 27, 2025".
- 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: 2026-06-08T05:27:06.127Z
- Poster day hint: Jun 5, 2026