

# Madeline Merlo - One-Page Highlights

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

Tier C | Billing 100 | Priority 39% | Viral 0% | Hype 41%

## Primary Capture Moments

- TikTok: Use "Honey Jack" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Neon Love" for a high-payoff ending.
- Prioritize the first 90 seconds: "Honey Jack" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Dear Me / Kiss Kiss".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Motel Flamingo: in-set 65% | opener 0% | closer+encore 40%
- War Paint: in-set 59% | opener 25% | closer+encore 0%
- Honey Jack: in-set 49% | opener 67% | closer+encore 0%
- Neon Love: in-set 46% | opener 0% | closer+encore 33%
- Champagne Night: in-set 41% | opener 33% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Honey Jack" to maximize first-scroll retention.
- Save a hard cut reveal for "Dear Me" 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: 2026-06-08T05:29:15.004Z
- Poster day hint: Jun 5, 2026