

# Uncle Kracker - One-Page Highlights

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

Tier C | Billing 112 | Priority 44% | Viral 17% | Hype 51%

## Primary Capture Moments

- TikTok: Use "Nobody's Sad on a Saturday Night" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Smile" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Nobody's Sad on a Saturday Night" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Smile / All Summer Long".

## Likely Song Triggers

- Drift Away: in-set 82% | opener 20% | closer+encore 20%
- Smile: in-set 64% | opener 0% | closer+encore 50%
- The Gambler: in-set 62% | opener 0% | closer+encore 0%
- All Summer Long: in-set 62% | opener 0% | closer+encore 80%
- Follow Me: in-set 50% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Nobody's Sad on a Saturday Night" to maximize first-scroll retention.
- Save a hard cut reveal for "Smile" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: youtube | confidence 17%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:32:19.852Z
- Poster day hint: Jun 5, 2026