

Melanie Dyer - One-Page Highlights

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

Tier C | Billing 119 | Priority 37% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Fresh" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Fresh" for a high-payoff ending.
- Prioritize the first 90 seconds: "Fresh" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Fresh / What You Didn't Say".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Fresh: in-set 0% | opener 50% | closer+encore 50%
- Memphis T-Shirt: in-set 0% | opener 0% | closer+encore 0%
- Dumb Decisions: in-set 0% | opener 0% | closer+encore 0%
- Run Out Of Road: in-set 76% | opener 50% | closer+encore 0%
- Between You And Me: in-set 60% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Fresh" to maximize first-scroll retention.
- Save a hard cut reveal for "Fresh" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- 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: 2026-06-08T05:30:39.752Z
- Poster day hint: Jun 5, 2026