

# Craig Campbell - One-Page Highlights

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

Tier C | Billing 126 | Priority 36% | Viral 0% | Hype 41%

## Primary Capture Moments

- TikTok: Use "Outskirts of Heaven" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Dust on the Bottle" for a high-payoff ending.
- Prioritize the first 90 seconds: "Outskirts of Heaven" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Dust on the Bottle / Keep Them Kisses Comin".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Outskirts of Heaven: in-set 0% | opener 50% | closer+encore 0%
- Family Man: in-set 0% | opener 50% | closer+encore 0%
- All My Friends Drink Beer: in-set 27% | opener 100% | closer+encore 0%
- I Think I'll Just Stay Here and Drink: in-set 27% | opener 0% | closer+encore 0%
- Dust on the Bottle: in-set 27% | opener 0% | closer+encore 100%

## Viral Clip Strategy

- Open with a 6-10s hook from "Outskirts of Heaven" to maximize first-scroll retention.
- Save a hard cut reveal for "Dust on the Bottle" 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: 2026-06-09T05:27:06.903Z
- Poster day hint: Jun 5, 2026