

Gareth - One-Page Highlights

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

Tier C | Billing 160 | Priority 32% | Viral 0% | Hype 37%

Primary Capture Moments

- TikTok: Use "Born Yesterday" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Stick Season" for a high-payoff ending.
- Prioritize the first 90 seconds: "Born Yesterday" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Quiet In This House / Last Thing I Do".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Born Yesterday: in-set 26% | opener 100% | closer+encore 0%
- Long Story Short: in-set 0% | opener 0% | closer+encore 0%
- Stick Season: in-set 90% | opener 33% | closer+encore 33%
- Quiet In This House: in-set 45% | opener 0% | closer+encore 50%
- Steal Your Thunder: in-set 43% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Born Yesterday" to maximize first-scroll retention.
- Save a hard cut reveal for "Quiet In This House" 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 75%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-09T05:29:58.188Z
- Poster day hint: Sunday