

# Lauren Watkins - One-Page Highlights

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

**Tier C | Billing 168 | Priority 39% | Viral 17% | Hype 52%**

## Primary Capture Moments

- TikTok: Use "Heartbreakaholic" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Anybody But You" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Heartbreakaholic" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Stuck In My Ways / Love Is Tough".

## Likely Song Triggers

- Heartbreakaholic: in-set 0% | opener 100% | closer+encore 0%
- Better Love Next Time: in-set 10% | opener 0% | closer+encore 0%
- Anybody But You: in-set 0% | opener 0% | closer+encore 40%
- Stuck In My Ways: in-set 65% | opener 0% | closer+encore 100%
- Lose My Cool: in-set 57% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Heartbreakaholic" to maximize first-scroll retention.
- Save a hard cut reveal for "Anybody But You" 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 23%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-09T05:30:36.999Z
- Poster day hint: Jun 6, 2026