

Travis Denning - One-Page Highlights

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

Tier C | Billing 169 | Priority 32% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Call It Country" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "ABBY" for a high-payoff ending.
- Prioritize the first 90 seconds: "Call It Country" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "ABBY / After a Few".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Call It Country: in-set 32% | opener 75% | closer+encore 0%
- Dirt Road Down: in-set 0% | opener 0% | closer+encore 0%
- Devil Don't Know: in-set 37% | opener 0% | closer+encore 0%
- Add Her To The List: in-set 36% | opener 0% | closer+encore 0%
- I Know How It Sounds: in-set 33% | opener 100% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Call It Country" to maximize first-scroll retention.
- Save a hard cut reveal for "ABBY" 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 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-09T05:30:43.085Z
- Poster day hint: Jun 6, 2026