

# Preston Cooper - One-Page Highlights

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

Tier C | Billing 178 | Priority 29% | Viral 0% | Hype 23%

## Primary Capture Moments

- TikTok: Use "Around Here" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Weak" for a high-payoff ending.
- Prioritize the first 90 seconds: "Around Here" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Weak / One for the Road".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- Around Here: in-set 60% | opener 100% | closer+encore 0%
- One More Place I've Never Been: in-set 0% | opener 0% | closer+encore 0%
- Slow Burn: in-set 60% | opener 0% | closer+encore 0%
- Dark Places: in-set 0% | opener 0% | closer+encore 0%
- Weak: in-set 0% | opener 0% | closer+encore 100%

## Viral Clip Strategy

- Open with a 6-10s hook from "Around Here" to maximize first-scroll retention.
- Save a hard cut reveal for "Weak" 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 46%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-09T05:31:24.042Z
- Poster day hint: Jun 6, 2026