

# Lauren Alaina - One-Page Highlights

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

**Tier C | Billing 186 | Priority 40% | Viral 22% | Hype 67%**

## Primary Capture Moments

- TikTok: Use "Thicc As Thieves / Here For The Party" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Better Off" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Thicc As Thieves / Here For The Party" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "What Ifs / Road Less Traveled".

## Likely Song Triggers

- Thicc As Thieves / Here For The Party: in-set 35% | opener 91% | closer+encore 0%
- Raining Whiskey: in-set 0% | opener 50% | closer+encore 0%
- All My Exes: in-set 62% | opener 18% | closer+encore 0%
- Better Off: in-set 0% | opener 0% | closer+encore 33%
- What Ifs: in-set 46% | opener 14% | closer+encore 86%

## Viral Clip Strategy

- Open with a 6-10s hook from "Thicc As Thieves / Here For The Party" to maximize first-scroll retention.
- Save a hard cut reveal for "What Ifs" 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 56%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-10T05:27:42.511Z
- Poster day hint: Jun 7, 2026