

# Erlend - One-Page Highlights

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

Tier C | Billing 191 | Priority 30% | Viral 0% | Hype 41%

## Primary Capture Moments

- TikTok: Use "Fence Me In" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Bologna" for a high-payoff ending.
- Prioritize the first 90 seconds: "Fence Me In" repeatedly opens recent sets.
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

## Likely Song Triggers

- Bologna: in-set 35% | opener 20% | closer+encore 40%
- La prima estate: in-set 0% | opener 0% | closer+encore 18%
- Garota: in-set 0% | opener 0% | closer+encore 0%
- Estate: in-set 0% | opener 0% | closer+encore 0%
- Prego amore: in-set 78% | opener 0% | closer+encore 10%

## Viral Clip Strategy

- Open with a 6-10s hook from "Fence Me In" to maximize first-scroll retention.
- Save a hard cut reveal for "Bologna" 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: 2026-06-12T05:28:52.379Z
- Poster day hint: Sunday