

Clayton Mullen - One-Page Highlights

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

Tier C | Billing 194 | Priority 28% | Viral 0% | Hype 32%

Primary Capture Moments

- TikTok: Use "Bigger In Texas" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Start At The End" for a high-payoff ending.
- Prioritize the first 90 seconds: "Bigger In Texas" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Start At The End / Heart Don't Break Itself".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Bigger In Texas: in-set 81% | opener 100% | closer+encore 0%
- Clean Record: in-set 64% | opener 0% | closer+encore 0%
- Rainin In Dallas: in-set 0% | opener 0% | closer+encore 0%
- Love On The Radio: in-set 0% | opener 0% | closer+encore 0%
- Start At The End: in-set 0% | opener 0% | closer+encore 100%

Viral Clip Strategy

- Open with a 6-10s hook from "Bigger In Texas" to maximize first-scroll retention.
- Save a hard cut reveal for "Start At The End" 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 63%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-10T05:28:22.745Z
- Poster day hint: Jun 7, 2026