

Kelsey Lamb - One-Page Highlights

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

Tier C | Billing 209 | Priority 26% | Viral 0% | Hype 23%

Primary Capture Moments

- TikTok: Use "Happy Hour Sad" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "You Made Me" for a high-payoff ending.
- Prioritize the first 90 seconds: "Happy Hour Sad" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "You Made Me".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Little by Little: in-set 78% | opener 0% | closer+encore 0%
- Blame It on You: in-set 78% | opener 0% | closer+encore 0%
- Happy Hour Sad: in-set 74% | opener 100% | closer+encore 0%
- Tequila for Me: in-set 70% | opener 0% | closer+encore 0%
- Heads Carolina, Tails California: in-set 70% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Happy Hour Sad" to maximize first-scroll retention.
- Save a hard cut reveal for "You Made Me" 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: 2026-06-12T05:29:16.093Z
- Poster day hint: Sunday