

# Max McNown - One-Page Highlights

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

**Tier C | Billing 212 | Priority 42% | Viral 33% | Hype 79%**

## Primary Capture Moments

- TikTok: Use "Love Me Back" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "A Lot More Free" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Love Me Back" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "A Lot More Free / Better Me for You (Brown Eyes)".

## Likely Song Triggers

- A Lot More Free: in-set 92% | opener 0% | closer+encore 80%
- Better Me for You (Brown Eyes): in-set 86% | opener 0% | closer+encore 80%
- Love Me Back: in-set 65% | opener 100% | closer+encore 0%
- Turned Into Missing You: in-set 61% | opener 0% | closer+encore 0%
- Forever Ain't Long Enough: in-set 60% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Love Me Back" to maximize first-scroll retention.
- Save a hard cut reveal for "A Lot More Free" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "All my Friends Austin Mackay with I&#39;m on Fire Clip".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 70%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:32:35.782Z
- Poster day hint: Jun 7, 2026