

# Nappy Roots - One-Page Highlights

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

Tier C | Billing 213 | Priority 28% | Viral 0% | Hype 41%

## Primary Capture Moments

- TikTok: Use "Nappy Roots Day" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Get Drunk" for a high-payoff ending.
- Prioritize the first 90 seconds: "Nappy Roots Day" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Get Drunk / Awnaw".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Po' Folks: in-set 67% | opener 33% | closer+encore 0%
- Nappy Roots Day: in-set 44% | opener 50% | closer+encore 0%
- Parking Lots: in-set 41% | opener 0% | closer+encore 0%
- Get Drunk: in-set 41% | opener 0% | closer+encore 50%
- Headz Up: in-set 30% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Nappy Roots Day" to maximize first-scroll retention.
- Save a hard cut reveal for "Get Drunk" 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: 2026-06-11T05:29:10.280Z
- Poster day hint: Friday