

Molly Tuttle - One-Page Highlights

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

Tier C | Billing 216 | Priority 37% | Viral 22% | Hype 61%

Primary Capture Moments

- TikTok: Use "Rosalee" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Olympia, WA" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Rosalee" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Olympia, WA / Up on Cripple Creek".

Likely Song Triggers

- Rosalee: in-set 52% | opener 69% | closer+encore 0%
- The Highway Knows: in-set 51% | opener 21% | closer+encore 0%
- She's a Rainbow: in-set 0% | opener 0% | closer+encore 26%
- San Joaquin: in-set 67% | opener 0% | closer+encore 15%
- Old Me (New Wig): in-set 63% | opener 5% | closer+encore 16%

Viral Clip Strategy

- Open with a 6-10s hook from "Rosalee" to maximize first-scroll retention.
- Save a hard cut reveal for "Olympia, WA" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Molly Tuttle 2025-08-30 Rhythm & Roots Festival, Charlestown, RI (Clip 4)".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 39%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-10T05:30:06.033Z
- Poster day hint: Jun 7, 2026