

Ashland Craft - One-Page Highlights

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

Tier C | Billing 217 | Priority 42% | Viral 31% | Hype 85%

Primary Capture Moments

- TikTok: Use "Dive Bar Beauty Queen" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Travelin' Kind" for a high-payoff ending.
- Prioritize the first 90 seconds: "Dive Bar Beauty Queen" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "I Smoke Weed / Kick Rocks Cowboy".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Your Momma Still Does: in-set 86% | opener 17% | closer+encore 17%
- Lie a Little: in-set 64% | opener 0% | closer+encore 20%
- Right Damn Now: in-set 63% | opener 0% | closer+encore 0%
- Make It Past Georgia: in-set 63% | opener 0% | closer+encore 0%
- Travelin' Kind: in-set 59% | opener 20% | closer+encore 40%

Viral Clip Strategy

- Open with a 6-10s hook from "Dive Bar Beauty Queen" to maximize first-scroll retention.
- Save a hard cut reveal for "Travelin' Kind" 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: 2026-06-02T16:32:42.312Z
- Poster day hint: Jun 7, 2026