

Leanna Crawford - One-Page Highlights

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

Tier C | Billing 218 | Priority 27% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Water Into Wine" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "I Speak Jesus" for a high-payoff ending.
- Prioritize the first 90 seconds: "Water Into Wine" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "I Speak Jesus".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Water Into Wine: in-set 16% | opener 100% | closer+encore 0%
- Photoshop: in-set 13% | opener 0% | closer+encore 0%
- Make It Through: in-set 0% | opener 33% | closer+encore 0%
- Lean on Me: in-set 22% | opener 0% | closer+encore 0%
- How Can You Not: in-set 0% | opener 33% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Water Into Wine" to maximize first-scroll retention.
- Save a hard cut reveal for "I Speak Jesus" 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: 2026-06-10T05:30:12.263Z
- Poster day hint: Jun 7, 2026