

# Jay Webb - One-Page Highlights

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

**Tier C | Billing 221 | Priority 37% | Viral 27% | Hype 57%**

## Primary Capture Moments

- TikTok: Use "Yee-Haw" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Where to Find Me" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Yee-Haw" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Where to Find Me / Bury Me With Bourbon".

## Likely Song Triggers

- Yee-Haw: in-set 0% | opener 100% | closer+encore 0%
- Down Here: in-set 0% | opener 0% | closer+encore 0%
- Drink to Get Drunk: in-set 67% | opener 0% | closer+encore 0%
- Nothing But the Burn: in-set 66% | opener 0% | closer+encore 0%
- Dirt Road Anthem: in-set 60% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Yee-Haw" to maximize first-scroll retention.
- Save a hard cut reveal for "Where to Find Me" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: youtube | confidence 35%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-10T05:30:24.514Z
- Poster day hint: Jun 7, 2026