

Mark Wills - One-Page Highlights

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

Tier C | Billing 225 | Priority 27% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "I'll Fly Away" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Miami, My Amy" for a high-payoff ending.
- Prioritize the first 90 seconds: "I'll Fly Away" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Miami, My Amy / Pickup Man".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- 19 Somethin': in-set 0% | opener 6% | closer+encore 6%
- 19 somethin greatest hits version: in-set 27% | opener 0% | closer+encore 0%
- Miami, My Amy: in-set 11% | opener 0% | closer+encore 50%
- Daydreams About Night Things: in-set 7% | opener 0% | closer+encore 0%
- (There's) No Gettin' Over Me: in-set 7% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "I'll Fly Away" to maximize first-scroll retention.
- Save a hard cut reveal for "Miami, My Amy" 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: 2026-06-11T05:27:31.870Z
- Poster day hint: Jun 7, 2026