

McCoy Moore - One-Page Highlights

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

Tier C | Billing 230 | Priority 25% | Viral 0% | Hype 33%

Primary Capture Moments

- TikTok: Use "Sunshine State" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Memories We Never Made" for a high-payoff ending.
- Prioritize the first 90 seconds: "Sunshine State" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Memories We Never Made / Went to the Bar".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Sunshine State: in-set 0% | opener 100% | closer+encore 0%
- Prayin' for Me: in-set 0% | opener 0% | closer+encore 0%
- Bible and a Bar: in-set 0% | opener 25% | closer+encore 0%
- Memories We Never Made: in-set 53% | opener 25% | closer+encore 50%
- Who's Your Daddy?: in-set 48% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Sunshine State" to maximize first-scroll retention.
- Save a hard cut reveal for "Memories We Never Made" 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 65%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-10T05:30:54.430Z
- Poster day hint: Jun 7, 2026