

Frankie Ballard - One-Page Highlights

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

Tier C | Billing 233 | Priority 26% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Rock This Town" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Soldier" for a high-payoff ending.
- Prioritize the first 90 seconds: "Rock This Town" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Soldier / Sunshine & Whiskey".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Rock This Town: in-set 12% | opener 100% | closer+encore 0%
- Young & Crazy: in-set 0% | opener 43% | closer+encore 0%
- El Camino: in-set 30% | opener 0% | closer+encore 0%
- Soldier: in-set 23% | opener 0% | closer+encore 100%
- Folsom Prison Blues: in-set 17% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Rock This Town" to maximize first-scroll retention.
- Save a hard cut reveal for "Soldier" 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: 2026-06-10T05:31:08.025Z
- Poster day hint: Jun 7, 2026