

Brandon Lake - One-Page Highlights

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

Tier C | Billing 255 | Priority 39% | Viral 36% | Hype 79%

Primary Capture Moments

- TikTok: Use "King Of Hearts" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Praise" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "King Of Hearts" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Praise / SEVENS".

Likely Song Triggers

- Count 'Em: in-set 79% | opener 0% | closer+encore 0%
- Hard Fought Hallelujah: in-set 75% | opener 0% | closer+encore 0%
- King Of Hearts: in-set 69% | opener 100% | closer+encore 0%
- DADDY'S DNA: in-set 67% | opener 0% | closer+encore 0%
- Tear Off the Roof: in-set 65% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "King Of Hearts" to maximize first-scroll retention.
- Save a hard cut reveal for "Praise" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Brandon Lake - That's Who I Praise (Live)".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 72%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-11T05:30:23.817Z
- Poster day hint: Sunday