

Kashus Culpepper - One-Page Highlights

Railbird Festival 2026 | 2026-06-06 to 2026-06-08 | Lexington, KY

Tier C | Billing 22 | Priority 36% | Viral 10% | Hype 52%

Primary Capture Moments

- TikTok: Use "Southern Man" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "After Me?" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Southern Man" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "After Me? / Whipping Post".

Likely Song Triggers

- After Me?: in-set 83% | opener 0% | closer+encore 50%
- Man of His Word: in-set 83% | opener 0% | closer+encore 0%
- Stay: in-set 71% | opener 0% | closer+encore 0%
- Pour Me Out: in-set 70% | opener 0% | closer+encore 0%
- Southern Man: in-set 68% | opener 67% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Southern Man" to maximize first-scroll retention.
- Save a hard cut reveal for "After Me?" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "@KashusCulpepper Kashus Culpepper LIVE in New York waited a year #fyp #live #he".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 26%
- Data health: Spotify no, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-03T19:01:57.784Z
- Poster day hint: Sunday Jun 7