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Job Task Analysis and Observation Internship

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IN-DEPTH REVIEW

(Nick Younes – Founder/Creative Director at IXDaily)

Presented to Trish Reid

Lasalle College

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I decided to interview founder and creative director Nick Younes at IX Daily, which is a global online publication/blog about music, fashion and culture. I met Nick through a mutual friend 2-3 years ago; we had a lot in common in terms of music and Montreal culture, which translated in him giving me an quick overview about his company (which was solely Montreal based) until it went nationwide in 2011 and global in 2014. With me being a music artist, we were able to build a relationship from there. Reason behind interviewing Nick was very simple he is a young entrepreneur with a unique vision, it may sound cliché but his path to the current success of IX Daily is quite intriguing to say the least and since I know him personally, the answers I received are very factual, real and genuine, not a string of words to formulate a sentence and make it sound good.

Like it was previously mentioned, Nick is the founder and creative director at IX Daily. He oversees every single position and even works on them himself. He is very hands on with IX Daily as every part of it matter to him. As creative director, Nick starts his day with publishing and reporting. Him and his team publish articles/features on a daily basis before 10am and then schedule them to go out across all their social networks. Then he’ll do one hour of reporting and analyzing of previous week content to see what was successful and what went wrong. Then he will go through newly approved submissions and coordinate and schedule them accordingly. He responds to his personal email and upkeep an on going relationship with his clients, labels, and ad brokers. Following up with the musical acts they manage is part of his daily routine, as he has to relate any work that needs to be signed off or done with them. Being the creative director, you have to be up to date on what is happening in social media, the real world, keep tabs on what is trending, to not fall behind pack. With that comes attending PR events/launches and running his own social networks to keep himself in the public eye. If there is a new idea for a project, there is a very good chance he will be also working on that. All in all, there is not part of the day where Nick is not working.

IX Daily started back when Nick was studying at Dawson College. It was mostly an events production and promotion project, where they threw promotional events for 2 years until he graduated and officially registered/incorporated it as an entertainment collective and artist agency. Nick and his team were experts in finding talent in music, fashion design and people kept on asking them for more information so they decided to launch [www.ixdaily.com](http://www.ixdaily.com) due to the fact it was at the very early stages of internet content popularity so why not cash in on it. IXDaily.com became an online publication/blog about Montreal music, fashion, culture, eventually became nationwide in 2011 and then global in 2014. As of today, IX Daily manages musical acts, and does a lot of PR work for major labels such as Sony Music Canada, Universal Music Canada and other big corporations, as well as indie acts. Nick mentions that is all behind the scenes work but the front-face of the company is marketing and advertising to their audience through influential content.

Nick graduated from Fine Arts at Concordia but dabbled in cinema/communications at Dawson College, which gave him a bit of background in marketing and advertising. But he credits his street smarts and early experience to build IX Daily himself, not so much formal education. So I had to ask how competitive is his field and he said “extremely competitive…one of the most competitive. Everyday there is at least 5-10 new startups that want to do something similar as IX Daily, so this is why we always have to shift our style in order to set ourselves apart. It is either we shift how we do things a bit or really set what we do in order to establish ourselves as being different than other blog/agencies out there.” They main component here is “research”; you need to be constantly hungry and have the drive to gain more knowledge in this field. “There is not one day where I am reading up on new trends, discussing it with teams and being curious about everything.” Nick says. By surrounding yourself around cool and intelligent people within the field or at least similar ones, it helps you stay motivated to strive to find out more and broadening your cultural circle to say the least. Like anything else, change affects us all, whether it be physical change, change in technology, change is inevitable and in this field, the technologies and trends that were present when you start, change for the better or worse as time progresses especially in the world of social media. When IX Daily first began, YouTube was just starting to become popular and we are talking way before the Youtuber era. You were only able to sign up to Facebook with a college email address and social networks such as Twitter, Snapchat, Instagram were non existent. That says a lot for the amount of work and learning you have to apply to stay ahead of things and able to grasp the concept of what the consumer uses daily to get your content into their hands.

Being a creative director is one job but also the founder of the company, this is your baby and certain sacrifices have to be made down the road to keep the company from failing and Nick was very much able to live with that. His personal life is inexistent, when he decided to take on this project, being IX Daily; seriously, he had to scrap his personal life in order to make it. He says “I’ll get my personal life back when I grow older and I am fine with that.” Life is all about sacrifices, nothing comes to you on a silver platter and to gain something, you have to give up another. It is not a walk in the park being in Nick’s field and knowing that, before signing off, I asked if he had any advice or words of encouragement to give a student interested in eventually doing his job; “Teachers hate when I suggest this during public talks, but my best advice is: Do not wait till graduation to find a job or to try to make it in your field. Start early, get involved, be curious and make yourself known however which way you can. Street smarts is very beneficial to someone’s success and goes hand in hand with education if used correctly.” As a creative director, you bask in glory if the campaign is a success but are ready to be on the hot seat if it fails. You have to be able to lead a team of creatives, work long hours, travelling may be required, able to showcase strong leadership by managing a creative team from concept to completion and most importantly meet the client’s advertising expectations. It sounds like a daunting task, one has to be emotionally strong and show strong character to succeed in the field as a creative director. It is not meant for everyone.