

A day in the life of...

# Daniel Macaulay

The man behind action sports marketing agency, Brandwave.

PHOTO: BRANDWAVE\*



**Full name:** Daniel Macaulay  
**Star sign:** Scorpio  
**Born/brought up:** Kinsale, SW Ireland, 1979  
**Where are you based?** Chichester  
**Nicknames:** Big Mac, Plastic Paddy, Danny Boy, Forrest Gump (the rest aren't publishable!)  
**Job title:** Owner/Director Brandwave Marketing

**What does your job entail?** Initially it meant a bit of everything but as we've grown, I've begun handling more of the client facing and consultancy side of the business. We've got some really experienced and creative designers working for us now.

**Partner:** I have a very gorgeous and patient long-term girlfriend by the name of Jessica.

**Pets:** One tiger striped, charcoal coloured, Bengal kitten called Enzo.

**Favourite food/drink:** Anything with chilli in it - the more the better! Drink: vitamin G (Guinness)... seven days a week and twice on Sundays. It makes you strong!

**Favourite films:** The original Star Wars trilogy; The Good, The Bad, and The Ugly; Pan's Labyrinth.

**Top pinup:** Keeley Hazel.

**Five essentials on a Caribbean Island:** My girlfriend and four good friends to enjoy it with... Life isn't much fun by yourself!

**What's under your bed?** The sock monster. He comes out at night and steals one of each pair of my socks meaning that nothing ever matches. He loves to mess with my OCD!!

**Favourite sailing club:** Hayling Island.

**Favourite boats to sail:** Depends on my mood and the conditions. I'm currently getting Moth sailing lessons from the legendary Simon Payne. That's a lot of fun!

**Education:** When I finished school, I did a four-year marketing degree followed by an MBA at Dublin Business School. I think that many business qualifications are overrated, but it is important to understand the industry you're working in.

**Most hated subjects at school?** Agricultural Science. I went to school in a hard core farming village and I thought that it would be the easy choice. I was wrong. I'll never look at a cow or a rubber glove the same way again!

**Other sports or hobbies:** When you run a sports marketing agency, there's no shortage of toys around. I've always loved windsurfing and surfing and over the past few years, I've really got into stand-up paddle boarding too. I'm also pretty into skiing and snowboarding in the winter. We have staff mountain biking sessions during the week in the forests near our offices and we go wakeboarding on the local lake - it's great for letting off steam!

**How did you get to where you are today?** I grew up around water sports and I always dreamt of working in the industry. When I finished uni, I managed to get a job as the European Marketing manager for O'Neill. I was pretty young for the role at the time but it was my dream job and somehow I managed to wangle my way

in. Working for O'Neill was a great experience. I learned a lot and met some very cool and inspirational people. I'd had a lot of experience working with larger commercial marketing agencies in the past but none of them seemed to 'get' the action sports industry or the mind-set of the customers. I wanted to set up a marketing agency to deal exclusively with the action sports market.

**Your typical day:** Brandwave is a full service agency which means that we deal everything from strategic marketing and consultancy through to advertising, brochure design, websites, packaging, and point of sale. There really is no typical day! One day we may be writing the sound track for a new brand movie or designing boat graphics, the next we could be sweating it out on a photoshoot trying to get that elusive magic shot for an advertising campaign.

**Essential tools for the job:** We're a bit Apple mad in the office. It's important that we stay on top of the latest technological developments so our designers have the best tools at their disposal. We're currently developing some clever new apps for the iPhone.

**Best part of my job:** Getting to spend time with some of my childhood heroes and being surrounded by enthusiastic and inspirational people.

**Worst part of my job:** It can be pretty soul destroying when an exciting campaign or project gets shelved.

**Most amazing sailing experience:** Being escorted home by a school of Humpback whales in Hawaii last year.

**Most embarrassing moment:** Sailing the wrong course in pole position; it's happened more than once!

**Favourite quote:** It's not the big fish that eat the small; it's the fast that eat the slow. ■

**BELOW** Extreme 40 sailing. **INSET** At work in the Brandwave office.



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