

#654: Summerhill - The New Priorities



All Projects :: summerhill.bc.ca :: Project notes

Client:	JensenWorks Technology	Status:	Closed	Hours	
Project:	All Projects	Priority:	Complete / To Be Billed	Estimated:	0
Module:	summerhill.bc.ca	Owned by:	Matthew Jensen	Billable:	31.449
Start date:	09/08/2016	Assigned to:	Matthew Jensen	Unbillable:	1.789
Due date:	10/28/2016			Total:	33.238
Milestone:	<i>None</i>	Followed by:			<i>None</i>

- Comments & Updates
- Time**
- Documents (0)
- History

TASK TIME						
NAME	WORK TYPE	DESCRIPTION	DATE	TIME	BILLABLE	
Matthew Jensen	summerhill.bc.ca	Posted summerhill.bc.ca/blog/The-Hills-Night-Market	10/28/2016	0.013	Yes	
Matthew Jensen	summerhill.bc.ca	Commenced process of posting 3 upcoming Yoga events. Awaiting further materials from Livi.	10/28/2016	0.385	Yes	
Matthew Jensen	summerhill.bc.ca	Completed and sent further revised table talkers with updated logo and updated text on Blanc de Blanc and Organic Riesling panels.	10/27/2016	0.596	Yes	
Matthew Jensen	summerhill.bc.ca	Replied to email from Livi RE: posting Yoga & Wine event to	10/26/2016	0.103	Yes	

		SPW website.					
Matthew Jensen	summerhill.bc.ca	Spoke with Ezra, and, at his request, provided Hi Res + Low Res JPEGs and an EPS of the Logo + Brand Framework as a single file.	10/24/2016	0.395	Yes		
Matthew Jensen	summerhill.bc.ca	Updated outline of Bistro hours, and added Coffee/Breakfast notice. Updated text above menus. Confirmed proper visibility on mobile.	10/22/2016	0.093	Yes		
Matthew Jensen	summerhill.bc.ca	Added All Day Menu, rem'd Lunch, Dinner, & Grazing menus, & retained the Kids' Menu on summerhill.bc.ca/bistro Proposed Change Lunch: 11 am - 3:30 pm Grazing: 3:30 pm - 5 pm Dinner: 5 pm - 9 pm (last seating) To Open Every Day 7 am - 9 pm (last seating)	10/22/2016	0.315	Yes		
Matthew Jensen	summerhill.bc.ca	Updated option "B" of the tertiary copy, as requested by Stephen. Provided two contextual pieces to showcase how it plays in action among other brand elements.	10/20/2016	0.548	Yes		
Matthew Jensen	summerhill.bc.ca	Completed batch of tertiary copy derivatives for Stephen and Ezra's consideration. Submitted to both for first look and feedback.	10/20/2016	0.277	Yes		
Matthew Jensen	summerhill.bc.ca	Brief phone meeting with Scota RE: cards and new all day menu.	10/20/2016	0.029	Yes		
Matthew Jensen	summerhill.bc.ca	Updated brand elements outline @	10/20/2016	1.922	Yes		

		jensenworks.com/assets/summerhillwine					
Matthew Jensen	summerhill.bc.ca	Updated cards with 0.25" bleed and provided to printer as requested.	10/19/2016	0.053	Yes		
Matthew Jensen	summerhill.bc.ca	Completed finalized order for cards for Sunday's event. Notified Paul and Rory.	10/19/2016	0.579	Yes		
Matthew Jensen	summerhill.bc.ca	Social media audit, update. Obtained Snapchat access, continued effort to obtain Pinterest access. Correspondence with Rory and Paul RE: printed cards for Sunday.	10/19/2016	0.61	Yes		
Matthew Jensen	summerhill.bc.ca	Revised / sent promo cards.	10/19/2016	0.129	Yes		
Matthew Jensen	summerhill.bc.ca	Removed Sip Into Sunset from website.	10/19/2016	0.013	Yes		
Matthew Jensen	summerhill.bc.ca	Sent Christmas post text and promo to Rory.	10/19/2016	0.097	Yes		
Matthew Jensen	summerhill.bc.ca	Completed 3 sides (2 variations of 1) promo card designs.	10/17/2016	1.4	Yes		
Matthew Jensen	summerhill.bc.ca	Commenced development of Quick Start video for getting people using their cell phones to see Augmented Reality content.	10/17/2016	0.498	Yes		
Matthew Jensen	summerhill.bc.ca	Commenced considerations for making Media Assets available. Logo variations, subtext, wordmark, slogan, etc.	10/17/2016	0.041	Yes		
Matthew Jensen	summerhill.bc.ca	Per previous scenario, added summerhill.bc.ca/ambassador and updated email address to info@summerhill.bc.ca - changed summerhillorganic.com/ambassador to redirect to new page at	10/17/2016	0.209	Yes		

		summerhill.bc.ca/ambassador					
Matthew Jensen	summerhill.bc.ca	Received question regarding wine club, deferred to Ryan, and was given response. Received via support@summerhillorganic.com , set up email account to reply from same. Sent reply.	10/17/2016	0.15	Yes		
Matthew Jensen	summerhill.bc.ca	Developed brand-centric image of Organic • Biodynamic 100% BC addendum, added to email signature image. Sent 4 options to Ezra for consideration.	10/17/2016	0.591	Yes		
Matthew Jensen	summerhill.bc.ca	Correspondence with Stephen and Ezra regarding logo modification to add "Organic".	10/17/2016	0.093	Yes		
Matthew Jensen	summerhill.bc.ca	Christmas promo graphic creation based on text-based PDF received from Livi. Sent to Livi for consideration. Updated website with graphic received.	10/17/2016	1.207	Yes		
Matthew Jensen	summerhill.bc.ca	Set time for removal of Sip Into Sunset from Summerhill website.	10/16/2016	0.04	Yes		
Matthew Jensen	summerhill.bc.ca	Sent demo of "From the Most Unique Winery..." slogan in use to Stephen as requested.	10/16/2016	0.05	Yes		
Matthew Jensen	summerhill.bc.ca	Review, notes, and response to Paul regarding 25th anniversary info card design, online food & bev ordering, and sandwich boards.	10/15/2016	0.048	Yes		
Matthew Jensen	summerhill.bc.ca	Email surrounding film by Martin Bethaume review.	10/15/2016	0.073	Yes		
Matthew Jensen	summerhill.bc.ca	Correspondence and development of logo add-on regarding Organic, Biodynamic, and 100% BC.	10/14/2016	1.436	Yes		
Matthew Jensen	summerhill.bc.ca	Correspondence. Received	10/13/2016	0.345	Yes		

		approval from Ezra RE: BC Wine Awards video + request to post to blog. Posted. Replied.					
Matthew Jensen	summerhill.bc.ca	Correspondence with Stephen, Rory, Ezra, Ryan re: logo, table talkers, and 25th anniversary meeting.	10/13/2016	0.099	Yes		
Matthew Jensen	summerhill.bc.ca	Completed review of final render of BC Wine Awards video, uploaded to YouTube, prepared email outline and link for Ezra.	10/13/2016	0.374	No		
Matthew Jensen	summerhill.bc.ca	Completed third edit of BC Wine Awards video. Adjusting per feedback from Ezra + own input.	10/13/2016	1.415	No		
Matthew Jensen	summerhill.bc.ca	Provided hi-res, printable version of all 3 sandwich boards as PDF for Rory to print ahead of review with Stephen and Paul.	10/13/2016	0.046	Yes		
Matthew Jensen	summerhill.bc.ca	Designed 3 variations of sandwich board, sent to Paul for consideration.	10/13/2016	0.946	Yes		
Matthew Jensen	summerhill.bc.ca	Numerous items completed, including Sip Into Sunset promo, Get in the Loop promo, pyramid table talker updates, website updates, and much more (does not include 8:45-11:15 am meeting).	10/12/2016	4.072	Yes		
Matthew Jensen	summerhill.bc.ca	Completed updates to table talkers, prepared printable PDF, replied to Stephen with outline of what was done, what is needed, and same, with some mods, to Rory as well.	10/11/2016	0.232	Yes		
Matthew Jensen	summerhill.bc.ca	Phone follow up with Michael Iwasaki, plus confirmed I should proceed with wine order.	10/11/2016	0.321	Yes		
Matthew Jensen	summerhill.bc.ca	Further updates to pyramid table talker.	10/11/2016	0.578	Yes		

Matthew Jensen	summerhill.bc.ca	Updated table talker AR panel, updated AR mechanism, updated summerhill.bc.ca/app to support these.	10/11/2016	0.151	Yes			
Matthew Jensen	summerhill.bc.ca	Replaced summerhillorganic.com/story with summerhill.bc.ca/app and commenced changeover.	10/11/2016	0.341	Yes			
Matthew Jensen	summerhill.bc.ca	Further development on new AR name/presentation.	10/11/2016	0.748	Yes			
Matthew Jensen	summerhill.bc.ca	Follow up with Paul RE: Recent / Forthcoming items.	10/08/2016	0.151	Yes			
Matthew Jensen	summerhill.bc.ca	Posted Thanksgiving ad to Facebook Page upon approval from Ezra. Reached out to Scota for the menu again. Removed Sip Into Sunset Menu and Promo from website.	10/08/2016	0.242	Yes			
Matthew Jensen	summerhill.bc.ca	Requested approval from Ezra to post about Thanksgiving once more. Did a check up on ad performance and did check up and further mods to OpenTable.	10/08/2016	0.167	Yes			
Matthew Jensen	summerhill.bc.ca	Brief phone meeting with Scota RE: Thanksgiving.	10/08/2016	0.081	Yes			
Matthew Jensen	summerhill.bc.ca	Follow up RE: Thanksgiving promo. No add'l post done on FB, but one was done on IG. Ads appear to be getting a lot of exposure, but little engagement. Would have served to be promoting longer.	10/08/2016	0.047	Yes			
Matthew Jensen	summerhill.bc.ca	Follow up on ad stats, requested follow up with Scota, asked Rory about posting Thanksgiving promo to FB/IG.	10/07/2016	0.102	Yes			
Matthew Jensen	summerhill.bc.ca	Completed art development from previous day.	10/07/2016	0.232	Yes			

Matthew Jensen	summerhill.bc.ca	Completed and published ad on Facebook/IG.	10/06/2016	0.25	Yes			
Matthew Jensen	summerhill.bc.ca	Continued to advance Thanksgiving promo ad for FB/IG.	10/06/2016	0.083	Yes			
Matthew Jensen	summerhill.bc.ca	Commenced workup of Facebook / Instagram Specific Ad.	10/06/2016	0.567	Yes			
Matthew Jensen	summerhill.bc.ca	Phone meeting with Scotia RE: updates to website, updates to Open Table and targeted ads.	10/06/2016	0.35	Yes			
Matthew Jensen	summerhill.bc.ca	Phone with Rory, and Ezra, additional adjustment to invitation, continued development of Thanksgiving promo and giobean promo.	10/05/2016	1.458	Yes			
Matthew Jensen	summerhill.bc.ca	Additional adjustment to invitation.	10/05/2016	0.064	Yes			
Matthew Jensen	summerhill.bc.ca	Created two additional versions of invitation ticket based on feedback received, as well as developed image promoting Thanksgiving Brunch and Dinner, and website updates reflecting same.	10/05/2016	3.494	Yes			
Matthew Jensen	summerhill.bc.ca	Created and submitted second version of invitation for consideration.	10/04/2016	0.101	Yes			
Matthew Jensen	summerhill.bc.ca	Correspondence with Rory / Mike RE: Product Photography.	10/04/2016	0.125	Yes			
Matthew Jensen	summerhill.bc.ca	Completed and sent proposed invitation design for 25th Anniversary Celebration.	10/04/2016	0.777	Yes			
Matthew Jensen	summerhill.bc.ca	Continued updates, work on bottle label.	09/19/2016	0.347	Yes			
Matthew Jensen	summerhill.bc.ca	Meeting with Stephen, Maryanne, and Rory.	09/16/2016	2	Yes			

Matthew Jensen	summerhill.bc.ca	Door label commencement	09/15/2016	0.267	Yes			
Matthew Jensen	summerhill.bc.ca	Updated and sent revised TPI ad, with additional bleed taken into account (requested by Summer after the fact).	09/12/2016	0.128	Yes			
Matthew Jensen	summerhill.bc.ca	Previously unapplied timer.	09/12/2016	0.361	Yes			
Matthew Jensen	summerhill.bc.ca	Gayle document received from Mike, reviewed, and reply sent to Mike.	09/08/2016	0.183	Yes			
TOTAL				33.238				