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Case Study

# Spookley the Square Pumpkin

Website Redesign



## Spookley the Square Pumpkin

Our client Holiday Hill Farms, based in the USA, required a makeover and upgrade of their popular website promoting Spookley, the Square Pumpkin. Spookley is the lead character from a 2004 animated film about a cube-shaped Canadian pumpkin!

Follow used our design and enterprise-grade WordPress expertise to give the entire site a modern makeover, updating the platform and incorporating a range of new content and technical solutions.

The result is a fresh new site, which translates beautifully across desktop, tablet and mobile devices. Most of all, Spookley and his friends now have a new home that does justice to their long history of entertaining children throughout the country.

Working across timezones was no challenge for our team, who adhered to a strict timetable for the new launch, required to be live before the approaching busy season.





Before



After







**SPOOKLEY IS THE OFFICIAL SPOKES-PUMPKIN FOR NATIONAL BULLYING PREVENTION MONTH**

October is National Bullying Prevention Month and Spookley has partnered with PACER's National Bullying Prevention Center to provide innovative resources for students, parents, educators, and others. Spookley and PACER recognize bullying as a serious community issue that impacts education, physical and health, and the safety and well-being. For more information on Spookley's 1 PACER, and to access Spookley's "So Before it Starts" free teacher toolkit,



**SPOOKLEY**



**JACK THE SCARECROW**



**BIG & LITTLE TON**



**BORIS & BELLA**



**EDGAR, ALLAN & POE**



**BOBO**



**THE HONEYDOOS**







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