

4 weeks ARG Escape From Master Jervis : Who is this guy?

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Adaptation: *Daddy-Long-Legs*

- **Logline**

A college girl Judy is suffering from a love triangle that she is not willing to have. Her sponsor and her boyfriend both claim to control her and asking for more than Judy is willing to provide. You player, as Judy's friend, can you help her solve the love triangle and escape from the control of her anonymous sponsor Daddy-Long-Legs? Can you help Judy go through all the weird incidences she encounters and find out her sponsor's identity?

- **Overview**

This four-week long ARG *Escape From Master Jervis : Who is this guy?* is an adaptation of Jean Webster's novel *Daddy-Long-Legs (1912)*. Players will be welcomed to walk in the protagonist's life and share her struggle with the rules from her sponsorship.

What will happen when your intimate lover and generous sponsor both turn their back on you, and you find out there is no one you can trust? Players will also experience fear coming from Judy's seemingly real events, for four weeks, you will have a chance to go into the middle of the complicated relationship between Judy, her boyfriend Jervis and her sponsor Daddy-Long-Legs.

This is an ARG that peeks in the sponsorship relationship. Sponsors may use their sponsorship power to control one's life, actions, creative works and set a lot of limitations on what is allowed and banned; and the worst part is the youngsters may not have a choice to say no to those rules.

- **Synopsis**

Judy Abbott is a sophomore studying social science in Wellesley College. She is a writer and blogger, and she has a video channel on YouTube, which we can find her

updating with new posts every Friday, and sometimes on Wednesday.

There is a category in her blog called “Life in J.G”, and we can get information of her being brought up at an orphanage called the John Grier Home. The latest post in “Life in J.G” explains that she found a sponsor that offers to pay for her college tuition, and she is super excited about that, even though her sponsor made her sign a long contract with a bunch of rules and Wellesley College is the only school she is allowed to attend. The only concern she addresses is that she never have chance to see her sponsor nor talk with him.

You, player, will first be **called to action** by a Facebook message from Judy when you find her on Facebook and request to be her friend. In her message she will say hi to you and introduce you her blog and video channel. You can sign up for her newsletter and be her FAN from a link on her blog. Soon after you send your information, you will get a call from Judy. From the call you hear her running to another place and tell you she needs help, she don't have time to explain, but it's very important you find the hidden post in her blog. The caller hangs up.

WEEK ONE

From Judy's Facebook page, player can know more about Judy's personal life. Judy update her Facebook newsfeed frequently so you can get the first hand information about her life, you see her school, her newest post(with a link to either YouTube channel or her blog), and most of all, about Judy and her boyfriend **Jervis Pendleton**. You can link to Jervis' Facebook page from Judy's and if you browse over their posts you can see they are in a stable relationship for several month and they are very happy together. Judy will start posting some status that lead you to her blog.

There's a category in Judy's blog called “Daddy-Long-Legs” in which she wrote about her relationship with her sponsor **Daddy-Long-Legs**. When you browse through the posts, you can tell she is very thankful for him at first but now she is questioning something. The latest post in this category has several pictures of Judy attached, if you connect the pink item on all the pictures together, it will show a arrow pointing to the lower right side of the blog. With careful examination, you can

find a hidden link to another webpage there.

In the secret website, you will find out that Judy is asked to send Daddy-Long-Legs all her personal data, her chat history, and even access to her iPhone iCloud account. She has to report her daily activities, interactions with friends, and all her writing can't be published unless Daddy-Long-Legs approves. She is afraid to tell Jervis about Daddy-Long-Legs, and she worries that Daddy-Long-Legs won't let her stay involve with Jervis. The thought just make her heartbreak.

Judy will tell you she is overwhelmed by Daddy-Long-Legs' desire for control, and she really wants to talk with him in person. Judy left a message in this website and asks you to help her find more details about this mysterious person. There's a place you can ask for approval to download a file. Request it.

WEEK TWO

Now that you are approved, you can download a zip file, in which you will find out she addresses all her letters to Mr. John Smith. You will also see their contract and all the letters, articles she wrote. Try to google the keywords in the letters, area code, names...etc, you will find an article about a castle in England own by a wealthy family "P", and their son J.P is currently studying in America with an economy degree.

Judy will update her Facebook lead you to her new blog post. You will find recently a guy with the online name "**MasterJRVE**" appearing pretty often. He liked her video and replies to almost all her posts. Judy's weekly video post for the week is about social injustice of women, and she mentioned one of her personal dining experiences with her boyfriend. You can find that place on Yelp and you will see MasterJRVE post on there too. Jervis' post is kind of weird, that he mentioned something unrelated to the restaurant, and said "if you know my gf, you will understand she is that bitch who will love to talk behind your back, just ask her she will love to explain".

If you google MasterJRVE, you will find on a forum that this guy is boosting

about his royal blood and his rich family in England, he post the link of that article and said he is J.P.

Beside the blog link, Judy also updated some sad emotional post on Facebook, she tried to tell Jervis about “Daddy-Long-Legs”, but he is not supportive and start getting weird.

Use the message system appearing on the secret webpage and send an email to Judy (Must use the system or she will not reply, she don't want Daddy-Long-Legs to find out what she is doing). Ask Judy if she knows MasterJRVE and what happened to her and her boyfriend recently.

WEEK THREE

Judy will tell you her boyfriend Jervis was acting weird after she told him about her worries towards Daddy-Long-Legs. He has no sympathy and even encouraged her to send Daddy-Long-Legs more private information about herself. She was sad and mad but what is even odder is that she got a warning mail from Daddy-Long-Legs, he censured her misbehavior and required her to apologize to Jervis, otherwise he will no longer sponsor her. She is confused about why the two important man is abandoning her at the same time in those cruel ways. So she want to at least ask for a break up with Jervis. She also tell you she doesn't know who is MasterJRVE, but thinks he is annoying, she will ask you to help her find out, and if you did please message her and let her know.

So now you already know MasterJRVE is J.P. And on Jervis' Facebook you can find some updates there's a post that is exactly the same as MasterJRVE's posts, so you suspect they are the same person. You will find out Jervis has some traits that are the same as J.P, so probably MasterJRVE and J.P are both Jervis.

Judy will be scared after you tell her the information, she doesn't know what happened, as well as the secret relationship between all those identities. And meanwhile Daddy-Long-Legs is giving her more pressure. She will then give you a link to a secret site and the password to log in. This is Daddy-Long-Legs' cloud storage entre. She doesn't want her I.P shows up in any chance so hopes you can log

in from your side and help her examine the file. See if there is anything important in it.

You then use the password access to storage site, and you will find out Daddy-Long-Legs "P" is Pendleton family and Daddy-Long-Legs is J.P! You reveal that Daddy-Long-Legs and Jervis Pendleton are the same person!

WEEK FOUR

You will have to find a way to get in touch with Judy and tell her your findings, but before you can do so, you will find out something happened on Judy. Her email is on auto response telling you she will get back to you soon, her phone is disabled, and even her regular Friday update is not posted this week. You will get a short message on Friday, telling you she is trying to find a way to contact you.

You'll get a short message from Judy. Judy wrote, Daddy-Long-Legs wants to meet her in person. Though she is scared but still want to go, she doesn't want to loose the chance to know who he is. Just in case, Judy wants you to send her police friend an alert message to rescue her if anything caused her to lose online communication. She doesn't know where she is going to be taken, the only information she can provide is the date and time of her plane, and some weather information she was told by Daddy-Long-Legs.

For this week, no Post on Friday too. You send a message to her friend, and her friend asks if you can locate where Judy is. We can use Priceline or Hipmunk to find the flight and arrival information. If you send her Friend the right location, you will receive an email from Judy saying she is free now and they bring Daddy-Long-Legs to the police station. She will update her blog and her video on Facebook telling the story in more detail thanking all the people that has helped her.

- **Technology**

This ARG experience happens on the PC, and requires sms/ Facebook/ email/ blogger/ YouTube/ Yelp/dropbox/ Hipmunk.

- **Duration**

Four weeks. Will update information every Wednesday and Friday, depending on when player reply (send message) to Judy.