



Rallying the Resistance: Frog Fractions 2's Alternate Reality Game

Justin Bortnick
Writer/ARG Master, Twinbeard



A Quick About Me

- From Philadelphia
- Now at USC working on a PhD in English Literature
- No background in marketing
- No professional background in games...
 - I made a GBA romhack in high school?
- I mostly spend time thinking about narrative and interactivity and also podcasting





A Quick About This Talk

- Recap the literal events of the FF2 and Eye-Sigil ARGs
- Serve as a mini-postmortem on the entire sordid affair
- Tell you what we learned, what we did wrong, where we messed up and if an ARG is right for your subversive underground no-budget indie title (or massive AAA release, hi Overwatch!)



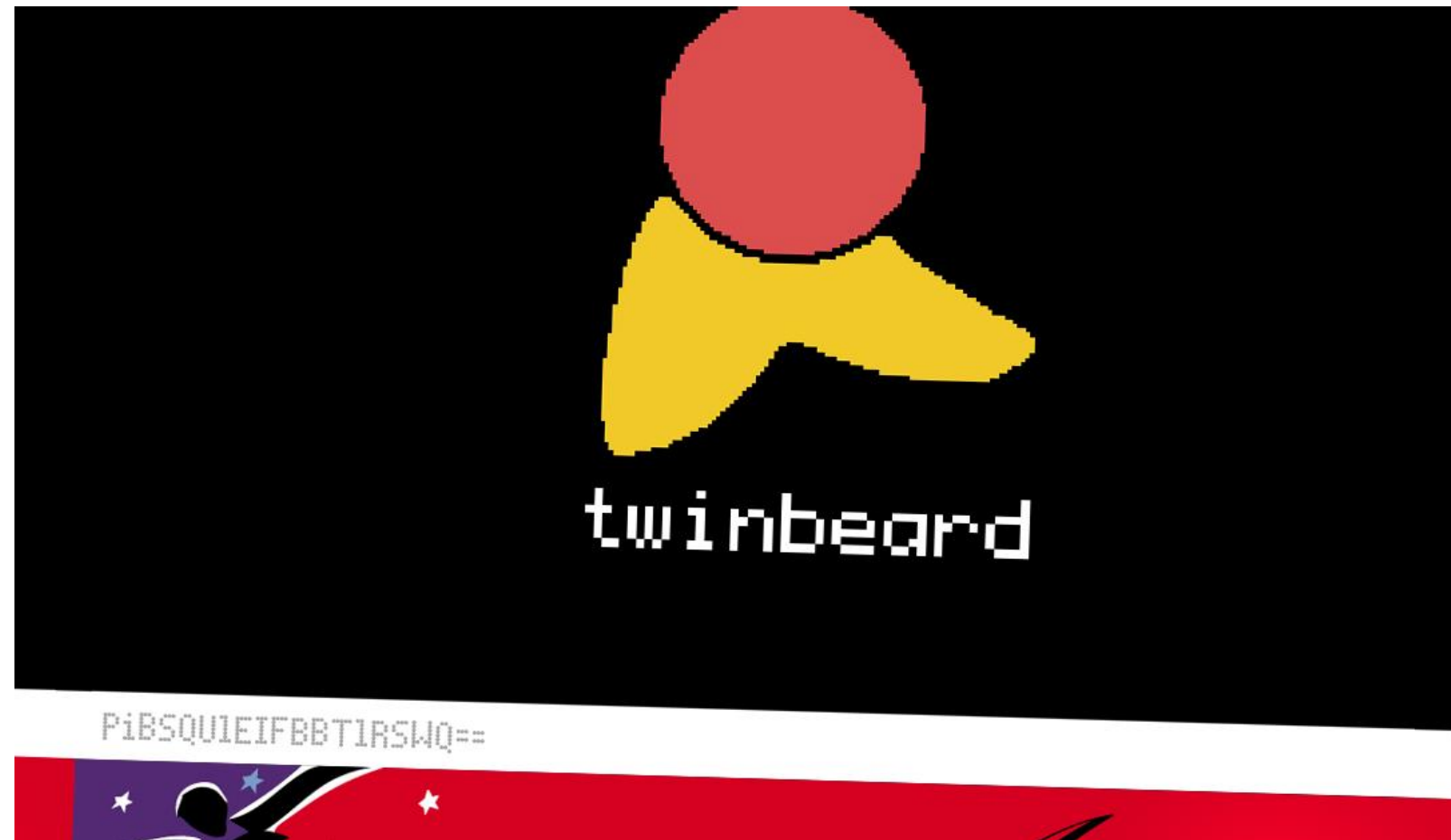


Frog Fractions (the original)





Prehistory of the ARG





Act 1: The Kickstarter Pitch





Baking Bread



Twinbread's One stop site for Breadmaking

[About Twinbread](#)

If it's not here you don't want to make it

[American Sandwich Bread](#)

[Bagels](#)

[Basic Muffins](#)

[Best Buttermilk Pancakes](#)

Bread making tips

Why do my quick breads taste metallic?

That bitter metallic flavor you often experience when eating muffins or scones is from baking powder with aluminum in it. To solve the problem, use an aluminum-free brand such as Rumford or Bob's Red Mill.

How do I tell if I've kneaded my dough enough?

Cut off a walnut sized piece of dough. Flour your fingers then stretch the dough. If it tears immediately, the dough needs more kneading. If it's elastic and will form a thin translucent "windowpane" of dough, you're done.





Shaving Obama

Barack Obama

@Obeardy



FOLLOWERS

397467

John Kerry @JayKay

Mr. President. If you want to see PUBLIC FIGURE alive again, bring the money to 37.871764,-122.265303 at 2014-04-05, 3PM local time.

Joseph R. Biden @biden

Returned from weightlifting. Feel so impressive at the pow-wow XD

Michelle Obama @FLOTUS44

Like, mama mia. 'nuff said. I kissed O'Bama over midnight snack and he was wiry.... Fantastic?! #foliage

Karl Rove @Rover

. @OBeardy has disgusting stubble today...



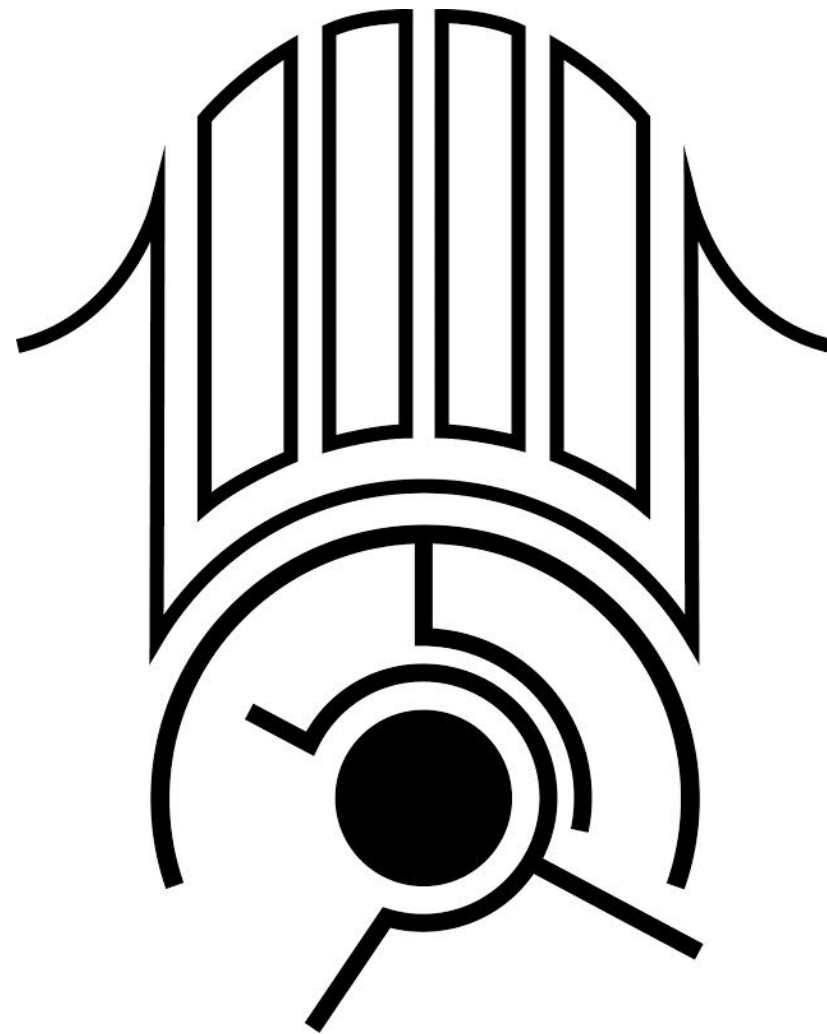


A Kidnapping





Act 1 Gaiden: The Sigil ARG





Games with Sigils

Marvel: "Infinity War is the most ambitious crossover event in history"
Me:

- Crypt of the Necrodancer
- Mini Metro
- Legend of Dungeon
- The Magic Circle
- Neon Struct
- Mos Speedrun 2
- Flickers
- Sokobond
- Moon Hunters
- Soda Drinker Pro
- Bellular Hexitosis
- Slide the Shakes
- Souls of Darkness (book)
- Kingdom of Loathing
- Quadrilateral Cowboy
- There Came an Echo
- Duskers
- Clockwork Empires
- You Have to Win the Game
- Bombernauts
- QWOP
- Choice Chamber
- Reagan Gorbachev
- Firewatch
- Bit Bit Blocks
- Read Only Memories
- Roblox
- Accounting
- Wayward Sky
- Hot Tin Roof
- Pony Island
- Legacy of the Elder Star
- Glitch City 2014 (zine)





Act 2: The Resistance

RED
PAGES
PODCAST

Frog Fractions 2 Narrative Outline

Broad Strokes

- The overarching narrative of the cross-media IP that is "Frog Fractions 2" takes place an unspecified amount of time in the future
- During the intervening time between now and then, an unspecified global disaster known as "the decay" has severely crippled society as we know it
- The decay was a direct result of Jim Crawford releasing Frog Fractions 2 in the year 2016
- The story of the ARG involves time travellers from the future attempting to travel back in time to prevent Jim from ever releasing Frog Fractions 2, thus changing the timeline and preventing the decay from occurring
- The story of the videogame is that of a city builder who discovers a way, through harmonic resonances in the dimensional stream as a result of his ability to make minor changes to parallel universes his experiences within portals that have opened to other dimensions, prevent the decay from ever having occurred.

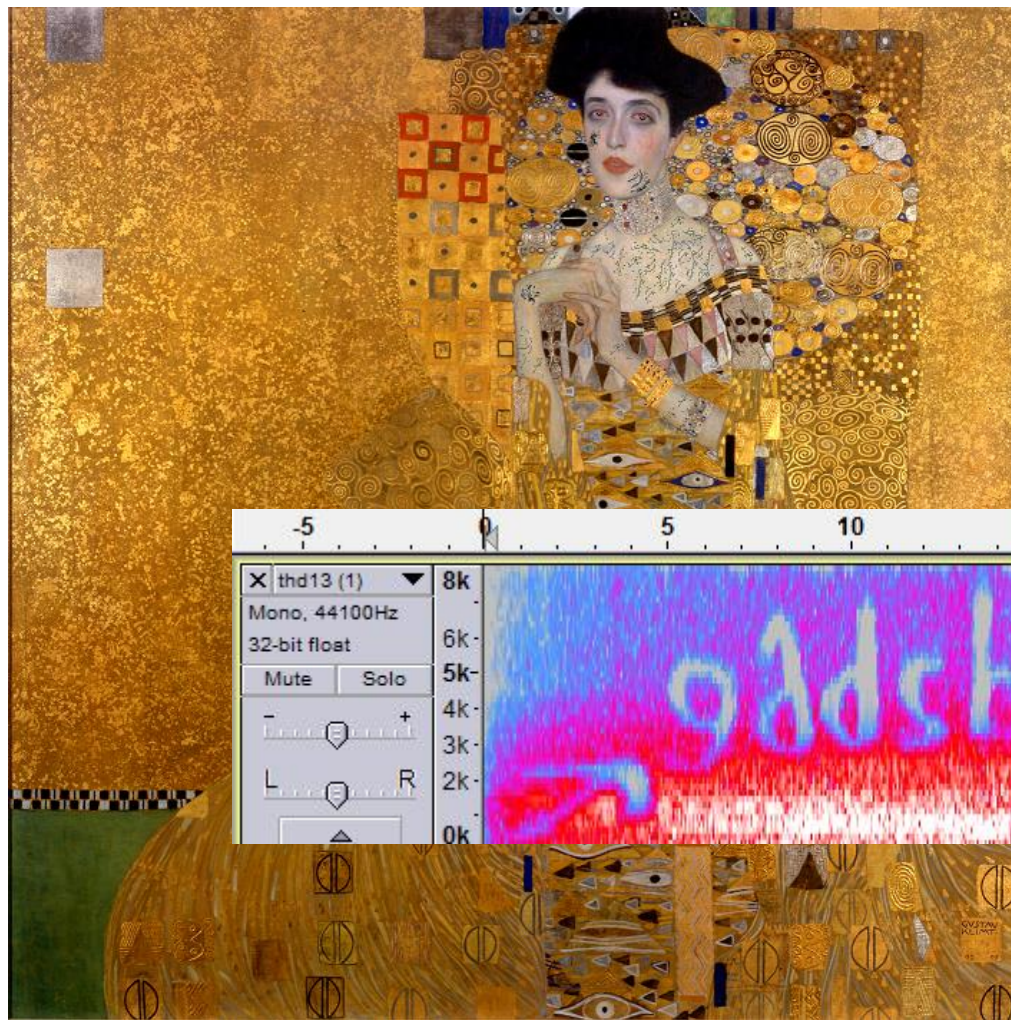
What is The Decay?

- The release of Frog Fractions 2 (a fictionalized version of the actual game that very closely resembles Frog Fractions) was such a wild success that it fundamentally altered the course of society - as nations were brought together by the powerfully moving tale of Mr. Hop's struggle, a utopian vision for the future became reality.
- Free of the conflicts that plagued modern times such as war and religious struggle, the world government was able to make fantastic strides - disease was eradicated, overpopulation was solved, scarcity was a thing of the past, robotics flourished, &c.
- An experiment authorized by the world government into dimensional harmonic





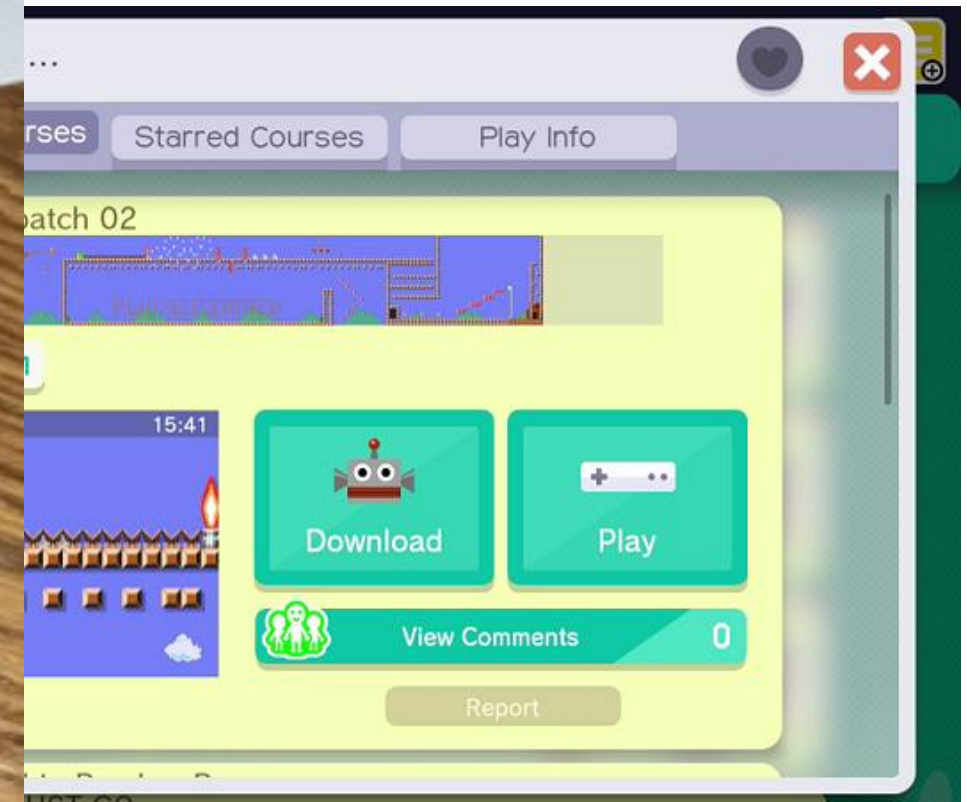
Reignition





Password Required

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USER: SAMUEL  
RANK: SCI_H  
REQUISITIONS  
Please contact central command in order to place order. Your current  
AVAILABLE REQUISITIONS  
• Hops  
• Marley Malt  
• Yeast  
• Water  
• F-Rations  
• Anti-Sparkle Lotion  
• Bread  
• Acid  
• Base  
• Bass (fish)  
• Bass (dropped)  
• Sparkles (contained, pressurized)  
• Membrane  
• M. Brain  
• F. Brain  
• G. Dad  
• Sunny D.
```



Reactive Design

Yomanpepsican

Kilroy

Joined: 20 Mar 2015
Posts: 1

Something is up with that shower with your dad simulator. There are butts everywhere too.
Gather your pitchforks men, get that fking frog.

Posted: Fri Mar 20, 2015 6:10 pm

Matt 12/19/2016
J.P. Caprimulgid -> Nightjar + J.P. Cappiello
Nightjars are also known as Caprimulgidae

The Spu 12/19/2016
I think i'll make a youtube playlist with all the songs in abit
but first, a nice hot shower. it's freezing here

Woozlez 12/19/2016

	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35				
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Frog Fractions 2

Frog Fractions 2

Main Page > List of Investigations > Frog Fractions 2

For a quick chronological reference of the entire ARG, see [Frog_Fractions_2/Timeline](#).
For a quick overview of threads of investigation, check [Frog_Fractions_2/Investigation_Threads](#)

Frog Fractions 2 is a sequel to [Frog Fractions](#), a Flash game by Twinbeard Studios that developed a sizable cult following. In March 2014, a successful [Kickstarter campaign](#) launched Frog Fractions 2. However, there were a few caveats:

- The game would not be named Frog Fractions 2 or resemble Frog Fractions at all.
- The game would not be credited to Twinbeard Studios as the creators.
- The game's release date was unknown.
- When the "Jig was up" (the game was found), Kickstarter backers/[Slacker Backers](#) would receive a copy of the game.

Bearing these points in mind, the end goal of the Frog Fractions 2 ARG was to discover the "true identity" of Frog Fractions 2.

The launch of the ARG began with clues within the [the pitch video itself](#), as it was quickly interrupted by a message from the year 2023 that warned the viewer "It's too late for our timeline, but it may not be for yours." Since then, there have been clues everywhere from podcasts by the developers, to an Obama Shaving Simulator, to real life events such as Indiecade and ARG-specific events around Berkley and LA.

This wiki page and ARG progress would not be possible without the wonderful work of the people in the [Frog Fractions 2 unfiction thread](#), the [neogaf thread](#), and the [FF2 Discord](#).

Note: While Jim Crawford, Justin Bortnick, and Rachel Sala (the developers of Frog Fractions 2) all participate in the ARG to some capacity, they do not give clues when asked and should not be harassed.

More people [credited](#) to be working on the ARG:

- Janus* and *Gemini* the doublefaced, joining ARG development October 2016
- Monsieur Le Baroni*, if that is their real name, joining ARG development November 2016

After the Jig went Up, they were revealed to be Erica Newman, Justin Melvin, and Micah Edwards.

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1.1 Background

1.2 Kickstart Video

1.3 Twinbread

Frog Fractions 2

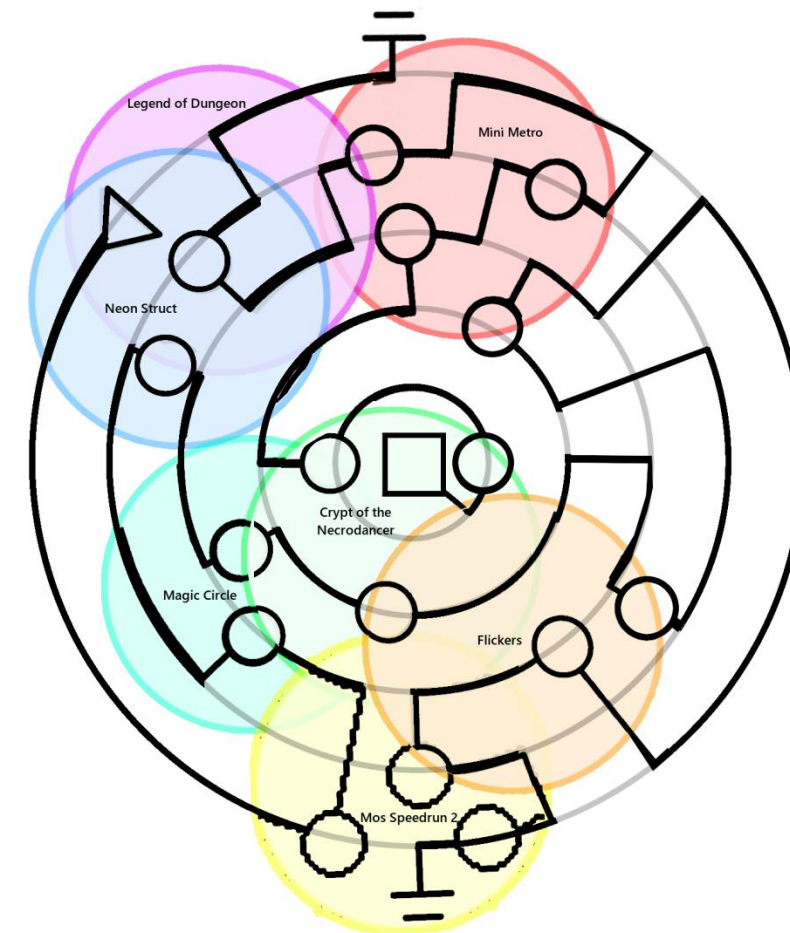
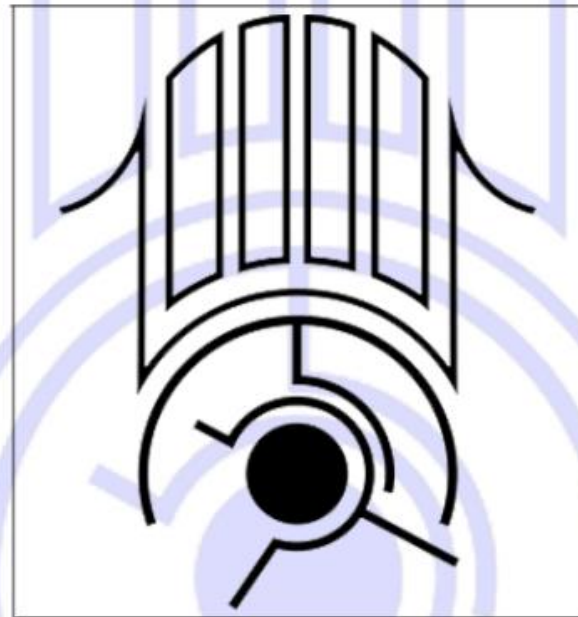
The FF2 ARG began in March 2014, and its goal is the discovery of which game is secretly a sequel to Frog Fractions...

Creator	Twinbeard
Type	Official
Status	Completed
Discovered	2014-03-10
Completed	2016-12-26



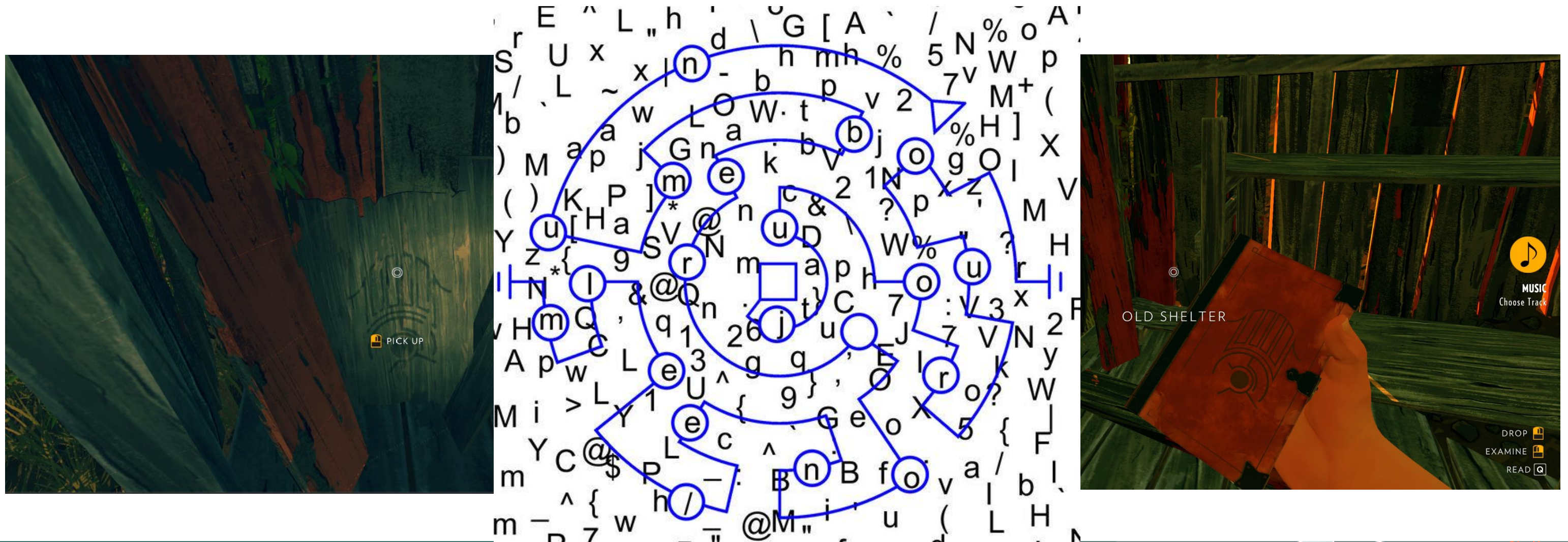
Meanwhile in Sigil-land...

HAVE YOU SEEN THIS
IMAGE IN A GAME
YOU'VE PLAYED?





Who Watches the Sigils?





It's Souper Good You Guys



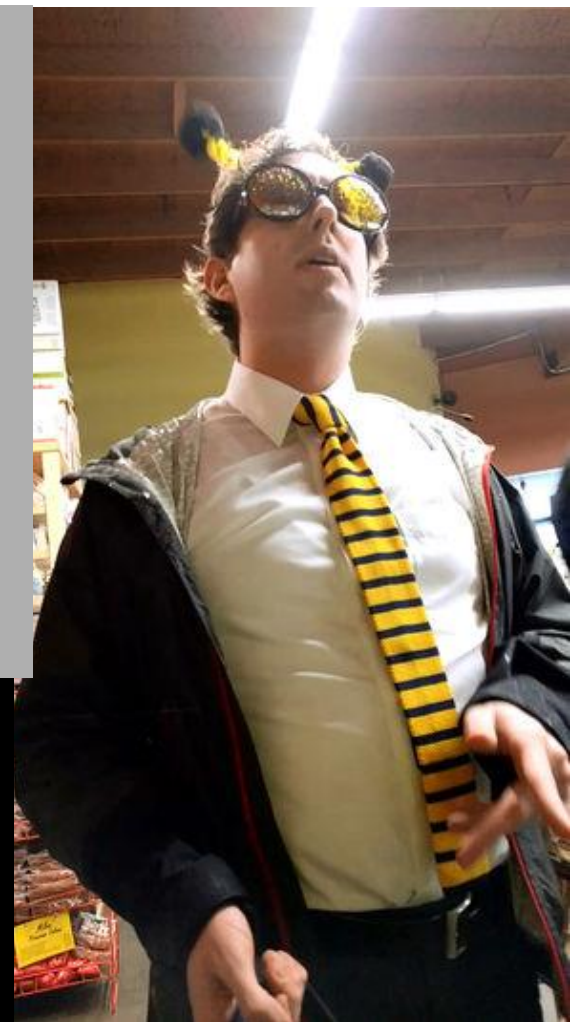
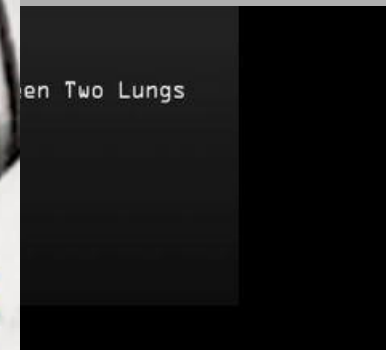
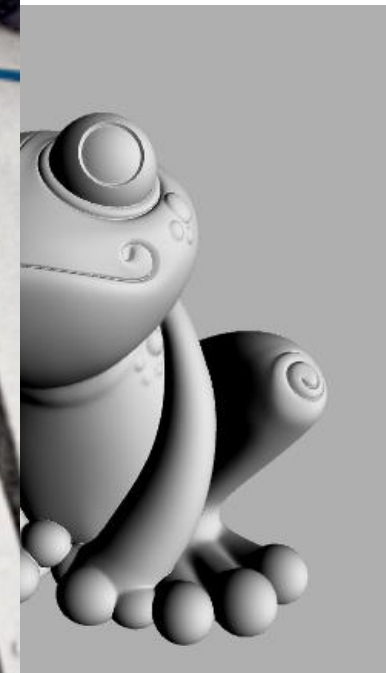


What's In The Box





Erica's ARG





The Conclusion!





Was it a success?

-maybe? We were able to get a huge amount of press about the game at nearly all stages of development.
 - The Kickstarter was heavily covered and we overfunded.
 - There was an extensive write-up on Polygon about the ARG about halfway through, recapping the experience for the uninitiated that drove substantial new traffic to the game.
 - As the ARG concluded and the game released, almost every major games news outlet ran at least one piece on the game, oftentimes more than one
 - The ARG ended up on a few “Best of 2016” lists!





...but on the other hand

- The game itself sold really poorly.

- Why?





Would We Do It Again?

— _ (ツ) _ /





Acknowledgements

- **ARG Closers:** Erica Newman, Justin Melvin and Micah Edwards
- **ARG Strike Team:** Danny Aley, Mike Ambrogi, Tim Ambrogi, Matthew Bagshaw, Nix Barnett, John Bettonville, Gary Butterfield, J.P. Cappiello, Chris Chelberg, Marie Chelberg, Daniel Ching, Elena Churilov, Crotchthrottle, Kumar Daryanani, Alex Eisner, Irakli Gabriel, Amelia Grace, Laura Hall, Dan Hembry, James Hofmann, Ryan Ike, Natalie Lowell, Laura Michet, Brian Murphy, Carlisle Evans Peck, Nanako Pierce, Matt Rasmussen, Adam Rippon, Donelle Rippon, Rosemary Rooks, Rachel Sala, Stanza Stancito, Dan Warren





Questions?





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