

## 1/2 Alternate Reality Game

The bitbop alternate reality game (ARG) is an interactive narrative that uses the real world as a platform. It not only transforms your time, but your whole reality.

**bitbop**  
Viral Marketing Campaign

Internet  
Radio  
TV  
Print  
Interactive Story  
Real world events  
Riddles  
bitbop ARG

**Solution**

Everything starts with a real press conference.

- Bitbop is introducing its new website
- After entering the URL instead of the normal website a LOGO appears showing the letters VTF and over the speakers everybody hears a voice with a proclamation:
  - ◆ We the VTF (◆ Verein traditioneller Fernsehschaffender ◆  
◆ Union of traditionally TV creators) locked down this website. We want to save the traditionally data mediums like the video and audio tape, the dvd and the blue ray disk ◆.◆
- As his speech goes on everybody realizes the following facts.
  - o Bitbop website is locked with a code

Transform your time!



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Creative's profile



**sarig** PRO  
Diplom Kaufmann

Creative's top 5 skills

Photography