



# WATCHMEN

ARG & Viral Content Concepts

## I'M WATCHING THE WATCHMEN

A video-enabled online game in which the user becomes a “junior masked adventurer” on a mission to find out the true identities of the **WATCHMEN**. When the user activates the game a video (shot from you the user’s POV) will immediately launch. The user will find himself in someone’s apartment looking through drawers, closets, etc. in an attempt determine if this person is really a Watchman. At the end of the 1-2 minute video, multiple choice questions appear to test the user’s powers of observation. If he gets the requisite number of right answers he’ll get an affirmation message (“... **You’re Correct. This IS RORSHACH’S home.**” A new video will then launch and the user will find himself in a totally different environment. If the user DOESN’T get the correct number of answers right the original video will replay. Unlike the foes of the **WATCHMEN** he’ll have one more chance.

## RORSCHACH’S INTRANET

A password-protected site built and maintained by Rorschach, the consummate detective and “gatherer of information.” This site will feature all the magazine, government report and book excerpts from the graphic novel that won’t be part of the film. The user will be able to read the passage from Hollis Mason’s autobiography or check out Rorschach’s NYPD arrest report. The password will be “planted” on fan and movie-related sites like **AIN’T IT COOL** and **GIANT REALM**. When the user arrives at this site they’ll be prompted to enter the password and -- if correct -- be taken to a very basic-looking site that is essentially a repository of Rorschach’s meticulously curated information about all things **WATCHMEN**.

## www.watchTHIS.com

A website supposedly created and maintained by a real group of early-20s **JACKASS**-type slackers who have taken on the identities of the **WATCHMEN**. The site will be a mix of blogs, audio clips, photos and shaky, hand-held video of the four of five knuckleheads running around the city “fighting crime.” As well-placed as their intentions may be, it’s undeniably clear that these guys can barely tie their own shoelaces let alone save the city from criminals. There could even be one section of the site that recounts (via photos and videos) their efforts to build their own fully-operational version of **ARCHIE** (Nite Owl’s flying vehicle).

## [www.keeneact.org](http://www.keeneact.org)

The website for the anti-hero Keene Act initiative. The site is built to look exactly like a government/public affairs website (think [www.wto.org](http://www.wto.org)) and features written and video testimonials by “victims of masked adventurer abuse.” The site also includes real looking graphs and stats illustrating the “deleterious” impact of heroes on society, an interactive timeline charting the history of the “hero element,” and official Keene Act public service announcements.

## CAUGHT ON TAPE

A series of intentional grainy, intentionally “low-tech” videos featuring Rorschach (i.e. an actor dressed like him) “caught in the act” of capturing criminals. The videos will appear to have been shot by surveillance cameras at locations where you’d expect to find them (banks, subway stops, etc.). We’ll watch as Rorschach breaks up an armed robbery at a liquor store, see him subdue a punk who’s trying to break into a pawn shop, etc. The videos will be seeded on sites including from **BREAK** and **YOUTUBE** and feature an “official” NYPD watermark to suggest they are real but stolen from police custody and leaked online by the **NEW FRONTIERSMAN** staff.