



**The Big Bad Bale Bulletin (BBBB): A (to-be-)Complete Summary of All Findings of the Alex Bale ARG**

*"Potius indeque judicare poteris, Potius Restaurant, Papa Iohannis"*

*"Familiam iunge. Occide parentibus vestra."*

Once upon a time, in a YouTube site far far away, Alex Bale established his channel on June 30th, 2014. The first public upload to the channel was "**Titanic (with Sock Puppets)**", made December 10th, 2014, which was an old home-made film by Alex, obviously being a satirical take on the Titanic movie plot played with sock puppets and home props. That's about it, honestly. There's actually no connection between the ARG and this video, so at the risk of further wasting time, let's skip ahead to the actual start of the ARG.

**RULES FOR CONTRIBUTING**

Every video will be explained per paragraph. The main bulk of the paragraph will be a summary of the video itself, and directly underneath each one, indented sections will explain the ARG-specific aspects of each video. Just follow the examples I've established and you should be fine. Feel free to expand further than what I've got and fill in the blanks I missed so we can make this as complete as possible. Happy Hunting! -LP

### The Antagonist Arc

Alex Bale's second video, **Broken Glass**, (uploaded on May 13th, 2015) tells the story of Alex Bale (a fictional character in the context of the video) collecting evidence for a conspiracy theory which gets immediately rejected by the friend he presents it to. Later that day, Alex begins to display self-awareness of many of the video's aspects, such as the sudden jump-cuts and fact of the camera recording him. As he prepares to escape, he is suddenly transported outside, where he is approached by The Antagonist, who is also self-aware of the fact he is in a video, and quickly attempts to kill Alex. In a desperate attempt to escape The Antagonists' attempted murder, Alex runs into and cracks open the video screen itself, whereupon the video becomes corrupted and jumps across several scenes of the video before the view pans out to reveal a kitchen TV screen in the "real world" which Alex Bale is suddenly transported into, cutting to credits just after, which it appears are also corrupted, constantly shifting

#### **Several points of interest in the video kick-start the Alex Bale ARG:**

- During the intro sequence featuring a retro camera recording aesthetic, the sequence "xy00Xs!" is displayed in the upper-right corner. This links into an Imgur link, "<https://imgur.com/xy00Xs!>", a screen of static with text overlayed reading "NO. 1: ALEX IS FREE FROM THE VIDEO WORLD" with faded text below this reading "SO IS HE." likely implying The Antagonist escaped into reality along with Alex.
- During the breakdown sequence after Alex breaks the screen ("the fourth wall"), the phrase "SPOILED MILK" is seen in between the flashing imagery, hinting at Alex's next video by the same title.
- In addition, during a color test static screen near the end, a faded link to Alex Bale's tumblr (alex bale.tumblr.com , surprisingly) is seen.
- Just at the end of the credits, a sine tone plays and the phrase "ALL OF YOUR OPINIONS ARE WRONG" flashes.

On June 16th, 2015, "**Spoiled Milk**" was uploaded to the channel. The actual video is a short skit where Alex struggles while studying for the "FSPTAMQGP Assessment Test" when he is visited by a floating red eye, who offers to help Alex by granting him unlimited knowledge. When Alex shows resistance to the eye's offer, he is suddenly transported by the eye to a spatial dimension where tons of information is immediately absorbed into Alex's mind. As Alex becomes increasingly smarter, the space dimension itself breaks down, and once again Alex becomes self-aware of his existence inside the video, interacting with the elements of the makeshift stage his desk has been turned into, before turning his attention back to his test study guide and promptly throwing up and cutting to even more corrupt credits.

**Spoiled Milk, as indicated by the reference in Broken Glass, picks up immediately from where that video left off:**

- During the information absorbing sequence, when a variety of texts invade Alex's mind, one of the texts is the sequence "bHwPHLL", which clues into another Imgur link, <https://imgur.com/bHwPHLL>. The image seems to contain a second message like the "NO. 1" text from Broken Glass, but it's scrambled and rotated, revealing a backdrop of static. The text appears to read "ALEX LEARNED A LOT; KNOWLEDGE IS IMPORTANT; KNOWLEDGE IS GOOD; KNOWLEDGE IS EVERYTHING."
- **There also appears to be hidden text within this image that seems to be another potential Imgur link, but I've been unable to decipher it fully, and it isn't on the Sheet. If someone could step in to fill the blank here, I'd appreciate it.**
- The fifth question of the FSPTAMQGP Assessment Test Study Guide is a binary sequence which, when translated, gives the string "Y7k9unZ", yet another Imgur image reference (<https://imgur.com/Y7k9unZ>). This is Screen No. 3, and it reads "DON'T FORGET ABOUT ME", with a faint "-A" underneath, indicating the Antagonist is still present.

July 27th, 2015 sees the upload of "**Dead Cockroach**". The video is incredibly simplistic, with static quickly fading into a trained view of an upside-down dead cockroach, while a person sitting is blurred in the background, and a police radio plays over the video. Halfway through, another person runs up to the sitting man and attacks him, kicking him repeatedly before running away, and the video returns to static. That's it honestly, not a lot to this one.

**In fact, this video is so abstract and undetailed, we aren't sure if it really has any connection to the ARG. No Imgur links or anything to be seen in this one.**

- However, one tiny thing of note is that in the starting static, the word "Teeth" flashes by. I don't know what the significance of this is, but if anyone knows, feel free to jot it down.

August 5, 2015: **Countdown - Trailer** is released, a preview for a student film Alex was involved in. The film appears to tell the story of a man who is able to view the time until people's death as timers above their heads.

**Not much to this one either. There's probably nothing ARG-y in here, and I didn't notice anything, but it wouldn't hurt to give a second look.**

October 16, 2015: **Telekinetic Walrus - Cristal on the Moon** was a very short announcement directing people to Telekinetic Walrus' music video, Cristal on the Moon, which Alex contributed animation for. Really short, nothing much to say.

**Nothing doing for the ARG either.**

November 15, 2015: **The Rest**, a new Alex Bale original production, is released. In this episode, Thomathy watches the latest episode of "Unicorns Without Legs", wherein a half-unicorn drags itself across the ground and bumps into a tree, and rapid credits flash by. Thomathy expresses his enjoyment with the episode, and Brandley enters the room warning him that they have to finish cleaning up the house. Before Thomathy joins him, a pop-up appears on the computer,

telling Thomathy he has won “1,0000 dollar\$” (sic), which he immediately clicks. At first nothing happens, but as Thomathy leaves the room, the laptop screen begins to become corrupt and static. Later, right after Thomathy and Brandley finish cleaning the house, a rift opens up and “xX\_MLG420SwagMaster\_XxXx7” (who I’ll call “The Virus”, for convenience sake) appears from it. The Virus promises Thomathy and Brandley the \$10,000 dollar reward, provided they answer a series of quick questions. They are immediately presented with a long list of questions, many of which involve personal information. Brandley is hesitant, while Thomathy quickly answers the questions and submits it to The Virus. Virus then transforms into Thomathy based on the information given to him, and prepares to destroy the world. However, Thomathy quickly distracts the Virus by a flashback of “all the experiences” they have had so that Brandley can knock it out. After killing Virus, they drag him to “the rest of them”, revealing that this scenario has happened several times before, and burning the multiple bodies before walking away and rolling the credits.

**Just as the series of Alex Bale’s original films continues on, so too does the ARG:**

- The thumbnail of the video contains a hidden link to “Unicorns Without Legs Episode #0: unaired pilot” (<https://www.youtube.com/watch?v=dvbojxt04-E>). The episode details Princess Unicorn’s adventures in helping Dandelion find her lost pet butterfly. The entire episode is affected by static and corruption, per the usual.

On the same day as “The Rest”, “**The Rest - Behind The Scenes**” was uploaded alongside it. This is pretty self-explanatory; clips of the production of “The Rest” are shown, along with interviews of the actors involved with the short film, as well as Alex Bale, who discusses the process of making The Rest, as well as hinting at his next film idea.

**Despite the video being more “realistic” than The Rest, it too has connections to the ARG:**

- Hidden on a chalkboard in the background of one shot, a new Imgur string (WEsQEaY.gif, leading into <https://imgur.com/WEsQEaY>) appears. This image, as you can tell by the filename, is a short animation of a staticing description, which if caught at the right time explains the process shown in The Rest of how a digital being can enter the real world and steal a person’s form. See the Photo Gallery below for the full script.

[Date]: **[Episode Title and Description]**

**[ARG Segment Intro]**

- [List of ARG elements]
- [Just in case anyone needs a template]

### **The Promos’ Arc**

On 21 September, 2016, Alex Bale started releasing weekly Promos. These promos are first and foremost advertisements for different clubs, activities, or events held at Alex’s high school.

However, as Promos went on, a storyline started to develop...

21 September, 2016: **Promo #1: Cereal** was the first in the Promos series. The episode itself doesn't advertise anything real, instead it is a mock Promo for the product "Nonspecific Cereal Brand-O's" (banned in 17 states!). Alex ends the episode with directing viewers to the email for requesting promos.

**Nothing particularly noteworthy ARG-wise.**

**Promos #2-#8 have nothing interesting to mention here (although you should still watch them, they're good)**

6 November, 2016: **Promo #9: Behind the ID** starts off as a relatively normal Promo, with Tyler Rose (famous member of the illuminati and confirmed lizard man) speaking. But as soon as Tyler denies being a member of the Illuminati, Alex interrupts and turns the segment into one of his classic conspiracy videos.

- The video ends with a shot of Julian Glasthal, who runs Behind the ID, saying that he "needs better people for this segment." This sets up the next episode.

14 November, 2016: **Promo #10: Debate Club** continues from last episode. Julian Glasthal isn't happy with how the Promo for Behind the ID turned out, so he and Alex have to debate the topic. Alex initially denies changing the segment, but finally admits that he did it to "make it better" and "funnier." Julian responds that the news shouldn't be a joke, and Alex should stop making everything "cute and funny." The final verdict is that Alex has to, as a punishment, make one completely serious Promo - no gags, no jokes. Alex does so, but the promo is immediately faced with criticism.

**This episode starts a storyline that continues for many more episodes.**

- The criticism makes Alex angry, and Alex blames Julian. As retaliation, Alex says that Julian has now made "the List," which is shown to now contain the two names *Tyler Rose* and *Julian Glasthal*.

### **The Pizza Time Pizza/Red String Arc**

October 31st, 2017: Alex Bale uploaded the original **Pizza Time Pizza** video. The video was an advertisement for a pizza chain, of course titled Pizza Time Pizza, interspersed with clips of a POV of someone watching the commercial and eating pizza. The mood of the commercial rapidly shifts, with the Pizza Man character telling the viewer to kill people and generally it's not a good time.

**This is the beginning of the Pizza Time Pizza/Red String legacy:**

- The video ending bumper and description clued into an associated website, [pizzatimepizza.wixsite.com/pizzatimepizza](http://pizzatimepizza.wixsite.com/pizzatimepizza). This site is just as foreboding as the video, with various different secrets:
  - Waiting on the main page causes the banner to slowly shift into an image of the Pizza Man while the music slowly drops pitch and shifts to a dramatic sting before looping.
  - Going to the various pages causes the music to screw up in more ways, like layering it,

or just straight-up corrupting it.

- The descriptions of food in menus make it painfully clear just how fake the restaurant is, even in-universe.

- The "Order Online" function is currently inactive, but "pickup time" is always listed whatever the current time in the EST time zone is.

- The main point of interest, however, is that enlisting an email to apply to the PTP site on the main page results in recipients receiving the secret video "Welcome", <https://www.youtube.com/watch?v=de0LnS7NQD8>, which encourages viewers to "Spread the word of Pizza Man. Await further instructions."
- Additionally, eagle-eyed viewers noticed that one of the false disclaimers of the PTP video hid a secret link, the "Enlightened" page, [pizzatimepizza.wixsite.com/pizzatimepizza/enlightened](http://pizzatimepizza.wixsite.com/pizzatimepizza/enlightened).

### **Pizza Time Pizza Secret Links**

Following the format of [pizzatimepizza.wixsite.com/pizzatimepizza/\[INSERT CODEWORD\]](http://pizzatimepizza.wixsite.com/pizzatimepizza/[INSERT CODEWORD]), the following list of words are all available hidden pages of the PTP site in order of estimated appearance.

**ENLIGHTENED** (original PTP)

**HAND** (PTP 2)

**ASCENSION** (Justice League Review)(Air Bud Rap)

**TEST** (Hannah Montana Conspiracy)

**MESSAGE** (First Result of "This is why I hate white people")

**BOOK** (Insidious: The Last Key Review)

**SAFE** (PTP 3)

**READ** (The Future of Pixar)

**1473920** (Read [hidden video])

**4A** (Infinity War Review?)

**CRACKED** (PTP 5)

**STRING** (Cool Cat Conspiracy)

**FIND** (Star Wars: Solo Review)

### **Theory Corner**

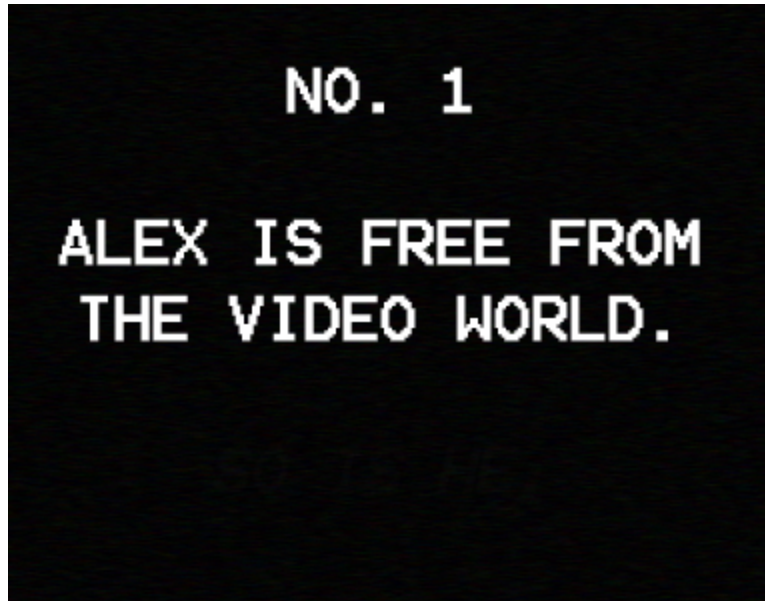
**The Fake/Clone Alex Theory:** [\[link to full explanation\]](#)

- TL;DR: The video "The Rest" introduces the idea of cloning. A bunch of later videos, including some promos, have connections to The Rest. There's even a clip of Alex filling in the same form that the main characters of the Rest filled before they got cloned. The theory proposes that the Alex we've seen since isn't the real Alex, but a fake clone.



### Photo Gallery

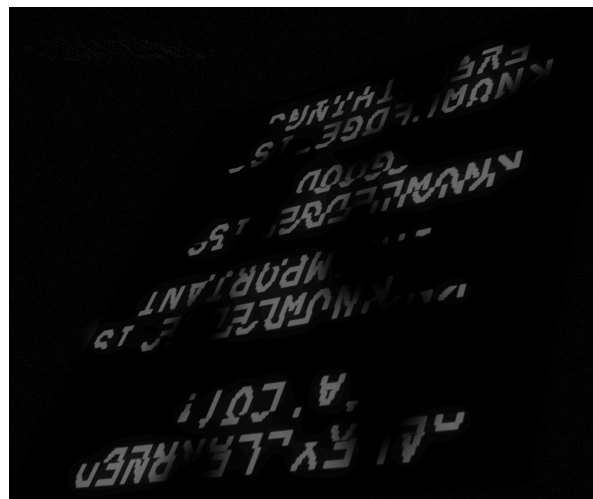
Post any noteworthy photos down here.



<https://imgur.com/xy0OXsI>

Screen No. 1 (from Broken Glass)

Hidden Text: "SO IS HE."



<https://imgur.com/bHwPHLL>

Screen No. 2(?) (from Spoiled Milk)

(Something hidden in top left; Investigate)

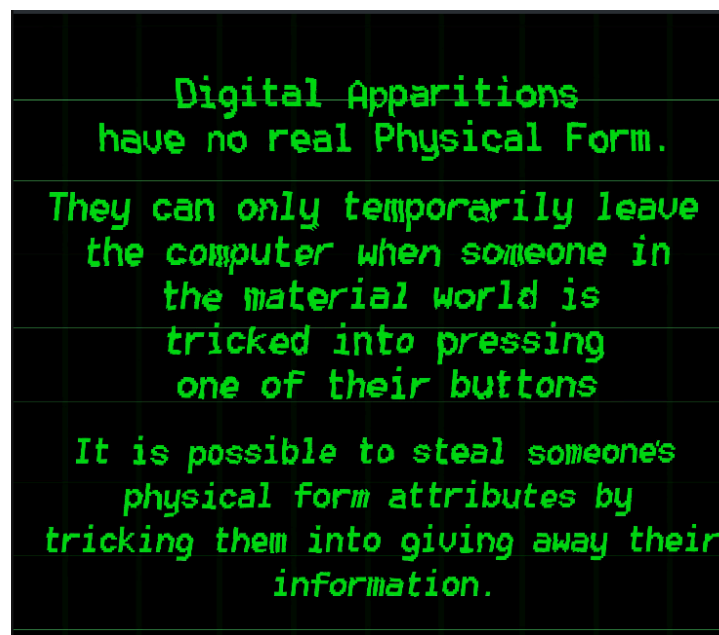




<https://imgur.com/Y7k9unZ>

Screen No. 3 (from Spoiled Milk)

Hidden text: "-A" (*likely for "Antagonist"*)



<https://imgur.com/WEsQEaY>

Clear shot of The Digital Apparition Description (from The Rest - Behind the Scenes)