

The Fairy Godmother-In-Training Box

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TABLE OF CONTENTS

Introduction	pg. 3
Audience and Marketing Information	pg. 3
Story Synopsis	pg. 3
Player Characters and Interaction	pg. 4
Non-player Characters	pg. 5
Story Breakdown and Primary Game Play	pg. 5-10
Game Play Flow	pg. 11
Appendices	
a. Welcome Letter	pg. 12
b. App/Training Manual	pg. 13-14
c. Prince Minisode Screenplays	pg. 14
d. Other Video Screenplays	pg. 14
e. Suggested Screenplays	pg. 14-15

Introduction

The Fairy Godmother-In-Training box is an interactive box game that allows people to play as a single player, as a group of up to five people, and within a community. The story focuses on the players themselves as they learn how to become Fairy Godmothers by assisting three heroines—Kennedy, Bailey, and Merissa—who each have their own goals, but are soon working together to save the local princes from the evil enchantress, Mirabella.

The interactivity of the box spreads from app games to group activities to social media interaction. Guests not only receive real world objects within the box but are also emailed about how the princes are doing via video. This allows for players to experience in the game in a variety of media that has yet to be seen or played within the game and communication world.

Audience and Marketing Information

The intended audience of the Fairy Godmother-In-Training box is for females around the age of attending college and may partake in book clubs. This audience is one who enjoys retellings of fairy tales or even the Disney Princesses. Of course, those who are not within this intended audience can play (however, it is noted that some of the suggested activities contain alcohol but non-alcoholic drinks can be switched for those underage or those who prefer not to partake in alcohol).

The Fairy Godmother-In-Training box began as an idea inspired by the Walt Disney Company's interactive Haunted Mansion box. While the Haunted Mansion box incorporated the well-known ride from the Disney Parks, the box contained games and activities that mostly could be played by a single player. It also contained real world objects such as newspapers and cards while being universally connected with the help of an app. In some occurrences guests could travel to Disneyland Resort in California to play on a different interactive level.

With the use of fairy tales, the Fairy Godmother-In-Training box wanted to take some of the basic ideas behind the Haunted Mansion interactive box and expand it through more transmedia storytelling. Transmedia storytelling is the ability to use different levels of platforms to interactively create a story that is made stronger by different levels of media. For this game box the different levels of transmedia storytelling includes real world object, an app for a smartphone or device, multi-player games and activities, and social media as players train to become Fairy Godmothers.

Story Synopsis

The evil enchantress Mirabella has decided to ruin everyone's happily ever after by kidnapping the local princes and keeping the leading heroines from reaching their dreams. Players are brought into this magical modern world as fairy godmothers-in-training but are soon thrust into "real world" problems after Mirabella takes this opportunity to outwit seemingly unskilled FGTs. Players soon need to help save the day by helping the heroines, saving the princes, defeating Mirabella, and saving everyone's happily ever after.

Kennedy lives with her step-mother (who is actually Mirabella) and runs a fashion design stall at the local farmers market. She wants to sell enough goods to run away and attend design school to make clothes professionally. Bailey is the local bookworm who is curious about the disappearances of the local princes as it gets personal when her best friend is kidnapped by Mirabella to be a part of her band. She hopes to solve the case, save the princes, and write the article for the local newspaper. Merissa is a mermaid who lives in the bay off the coast of town who is a very passionate advocate for overfishing. She saves one of the princes after he protests some of the local fishermen and near drowns in the bay. The fairy godmothers-in-training are helpful assistants to the heroines but need to be out of sight as they help the story along.

After Mirabella kidnaps the princes of various fairytales she plans on using them to create a hot new boy band. Soon however the princes have ideas of their own: Camden, Ben, and Andy want to escape Mirabella and her plan, but fail multiple times; Estabon, Mirabella, and Fairbanks are in a love triangle who hopes to use the relationship to become the leader of the band; Jasper, Killian, and Harold only really care about the who, what, when, and where the group will go besides constantly criticizing everyone's outfit choice; George is really just here for the drinks while David is constantly found napping.

Player Characters and Interaction

Players play as fairy godmother-in-training, a selective group of people who learn how to help assist with making happily ever afters of a variety of ways, who begin their training to become fairy godmothers with a letter from the Agency of Fairy Godmothers. The welcome letter allows them to download the app that they use throughout their training. Soon each player will receive a training box in the mail which includes their real world objects and Magical Training Manual, an instruction guide for the games and activities. The app and Magical Training Manual will explain the basic breakdown of the game as the players begin their training. Each game and activity will allow the FGTs to continue their training to help defeat Mirabella.

The role of the FGT is one that allows for the heroines to succeed in their goals: they are assistants to creating the happily ever afters by playing games, activities, and interact among their peers and community. The games are broken down into three categories: single player, multi-player, and community based. Single player games are games usually played by the player alone. This usually includes different app-based games. Multi-player games and activities are those that as many as five

players can play together at the same time. The community based activities includes sharing pictures on Instagram or watching a video together. Some levels may include more than one activity. The use of the different forms of interaction allows for a game that goes for 3-4 weeks to be fun and at times quick while at other times more time-consuming.

Non-Player Characters

Kennedy lives with her step-mother (who is actually Mirabella) and runs a fashion design stall at the local farmers market. She wants to sell enough goods to run away and attend design school to make clothes professionally. Bailey is the local bookworm who is curious about the disappearances of the local princes as it gets personal when her best friend is kidnapped by Mirabella to be a part of her band. She hopes to solve the case, save the princes, and write the article for the local newspaper. Merissa is a mermaid who lives in the bay off the coast of town who is a very passionate advocate for overfishing. She saves one of the princes after he protests some of the local fishermen and near drowns in the bay.

Mirabella is the (somewhat secret) local enchantress who also happens to be Kennedy's step-mom who married her dad after his first wife died in a car accident. Since then her husband has died and works her step-daughter with chores to help pay for the house and other living expenses. Mirabella hopes that the boy band will help make her rich so she can send Kennedy off the boarding school and become the best known band manager of all time.

Princes Camden, Ben, and Andy want to escape Mirabella and her plan, but fail multiple times. Camden is Bailey's best friend who will soon rule the town. Ben has been turned into a beast by Mirabella. Andy is a protester who helps teach at the local aquatic museum. Estabon, Mirabella, and Fairbanks are in a love triangle who hopes to use the relationship to become the leader of the band. Jasper, Killian, and Harold only really care about the who, what, when, and where the group will go besides constantly criticizing everyone's outfit choice. George is really just here for the drinks while David is constantly found napping.

Story Breakdown and Primary Game Play

This should be longest section. For each major portion of the story break down

1. What pulls the player in
 2. What the narrative component is
 3. What the player will need to do to complete
 4. What it leads them to next
-
1. Intro
 - a. The FGT is pulled in by acquiring the welcome letter, the smart device app, and interactive box to begin the game
 - b. Narrative: Mirabella has offered the lead role of her new band to Prince Ben but he denies the job; in response she turns him into a

- beast who has until the last petal falls (the night of the first concert) to say yes or he will be a beast forever
- c. Each FGT has to read the letter, obtain the box, and download the app. They also will watch intro video/Prince minisode 1 featuring the narrative and go through a short training of how the app works in relation to the game.
 - d. This leads the players to begin the game and narrative.
2. Protect Kennedy's booth; help create items to sell
 - a. The FGT is pulled in by having the first group activity party to raise excitement to start the game.
 - b. Narrative: Basic story with background about Kennedy: she sells the items that were created so she can earn money to help her run away from her step-mother
 - c. The FGTs will need to create individual and group crafts (suggestions provided by the box) to create products for Kennedy to sell at the local market. They do this by advertising their goods on social media with given hashtags that can be re-grammed by the FG social media manager. Drink and food suggestions are provided in the box to help create a fun atmosphere and dressing up in their best FGT wear is encouraged. They obtain a word to be used later in Activity 17.
 - d. This leads Kennedy to raise money for her escape and travel plans.
 3. Help Merissa save Prince Andy after she sees him protesting illegal fishing
 - a. Each FGT is pulled in by a story starter and background of Merissa: she is an activist against overfishing within the local community.
 - b. Narrative: When she goes to fight against an illegal fishing boat out in the bay she sees Prince Andy who is also protesting by cutting the rope that holds the fishing net. Prince Andy and the fishermen get into a fight and he hits his head knocking him unconscious before falling into the water. Merissa goes in to save him.
 - c. Each FGT will have to play a bubble game like Bubble Shooter on their app to help save Prince Andy. They win a word for Activity 17.
 - d. This leads Merissa to saving Prince Andy. However, she leaves him on the beach with only a half of a necklace to help him remember her. Mirabella tells Merissa that she will take him to the hospital because Merissa cannot take him due to having fins, however Mirabella takes him to her hideout. Prince Andy remembers being rescued but not by whom.
 4. Help Bailey investigate about Prince Ben's disappearance for the local newspaper
 - a. The FGTs are pulled in with a story starter and background of Bailey: she is a bookworm who is interested in researching the story of the missing princes in order to write an article for the local newspaper.

- b. Narrative: Bailey looks around and finds an enchanted rose in Kennedy's step-mother's garden
 - c. Watch Prince minisode 2. Each FGT will have to play a memory game on their app to help find the rose. They obtain a word for Activity 17.
 - d. This leads the FGTs to wonder if Kennedy has anything to do with the rose too.
- 5. Help Kennedy complete chores
 - a. The FGTs are pulled in by questioning if Kennedy has anything to do with the rose.
 - b. Narrative: The quicker Kennedy can complete her chores the quicker she can focus on running away from her step-mother. While doing her chores, Kennedy runs into Bailey who questions about the rose but Kennedy doesn't know anything about it.
 - c. Each FGT will have to play a Candy Crush-like game on the app to help complete Kennedy's chores. They obtain a word for Activity 17.
 - d. The FGTs are left with Kennedy and Bailey who do not know what the rose is for.
- 6. Help Merissa complete a task for the sea witch
 - a. The FGTs are pulled in by leaving them curious about the rose.
 - b. Narrative: Merissa has gone to the local sea witch (Mirabella in disguise) and has to complete tasks to obtain legs.
 - c. Each FGT will play a game like Flow Free on the app to help complete the tasks. They obtain a word for Activity 17.
 - d. This leads Merissa to obtain legs and go to the land.
- 7. Bailey goes to confide in her best friend, Prince Camden, but they are confronted by Mirabella
 - a. The player is pulled in by Bailey and Prince Camden talking about the disappearances.
 - b. Narrative: Prince Camden is taken by Mirabella after they duel because Bailey loses; however Bailey obtains a magic shoe
 - c. The FGT will need to complete a Tomb Raider-like game on the app to chase down Mirabella, but does lose Camden but obtains a magic shoe that lets the wearer to change appearances. Each FGT obtains a word for Activity 17.
 - d. This leads the FGT to their next group activity to plan their next steps to find the princes.
- 8. Merissa goes to Kennedy to see if she can make her a pair of shoes as she has none; Bailey goes to find Kennedy as she is the only other one who knows about this
 - a. The FGTs are pulled together to have a group meeting to decide how they should go about finding the princes.

- b. Narrative: Kennedy gives Merissa a pair of shoes but more importantly Bailey tells them that she thinks the disappearances that have been occurring in the newspaper are due to Kennedy's step-mom who is actually Mirabella; they decide to team up and get to the bottom of this
 - c. Watch Prince minisode 3. The FGTs will watch a video before playing a Pictionary-like game to help figure out a plan and will help share their plans with other FGTs with the use of social media and hashtags. Drink and food suggestions are provided in the box to help create a fun atmosphere and dressing up in their best FGT wear is encouraged. They obtain a word to be used later in Activity 17.
 - d. The FGT trainer has a new goal for FGTs which is they are leveling up to a new and more dire level because they are no longer training but solving “real life” problems.
9. Kennedy goes back to her house to investigate; help obtain the invitation to the ball
- a. The FGTs are each pulled in by the need to find an obtain the invitation that will let them into the masquerade ball.
 - b. Narrative: The goal is to obtain the invitation which will help the heroines know when Mirabella could possibly strike. Also, they are trying to find new formation about a new boy band clue: who are they?
 - c. Each FGT will have to play a game on the app which is a cross between I-spy and Pokémon Go where they will use augmented reality to find the invitation and other clues. They also obtain a word for Activity 17.
 - d. This leads the FGTs to finding clues about the new boy band and to use the invitation to get into the ball.
10. Help Bailey obtain more clues about the other missing princes; where could they be?
- a. The FGT is pulled in by wondering where the princes are and finding more clues
 - b. Help Bailey find out who else is missing and now wonder where there are
 - c. Each FGT will have to play a game like 4 Word 1 Pic on their app to help find clues about the missing princes such as who they are. Each player obtains a word for Activity 17. After watch Prince minisode 4.
 - d. This leads the FGTs to question where the princes are.
11. Help Merissa find the other half of her necklace aka Prince Andy
- a. The FGTs are pulled in by wondering where the princes are and now they have the ability to.
 - b. Merissa uses her half of the necklace to help find the missing princes.
 - c. Each FGT plays a puzzle game on their app to put the pieces together to find the princes and they obtain a word for Activity 17.

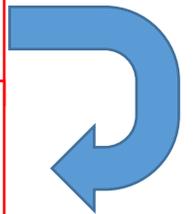
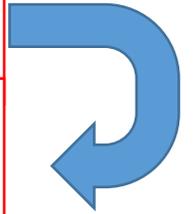
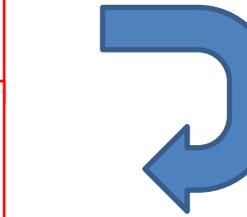
- d. They find the princes! Now they have to figure out how to save them...
12. Merissa shows Kennedy and Bailey where they are and they make a plan with the princes
- a. The FGTs are pulled in by having another group party and activity. Now that they have successfully found the princes they can celebrate their accomplishments thus far.
 - b. Merissa shows Kennedy and Bailey where the princes are and make a plan.
 - c. The group of FGTs will watch a Prince minisode 5 of the princes and heroines meeting each other to create a plan and they have the opportunity to have a party featuring some food and drink suggestions and social media opportunities to boost morale within the community to overthrow Mirabella. They also obtain a word for Activity 17.
 - d. This leads the group to have a plan to overthrow Mirabella.
13. Help Kennedy create outfits for them for the ball
- a. After the video and the plan that has been created, the FGTs are supposed to help the heroines create disguises.
 - b. The disguises will help them sneak into the masquerade ball without drawing Mirabella's attention. This includes transforming Kennedy with the help of the magical disguise shoe.
 - c. The group of FGTs helps Kennedy create disguises by playing a dress up charades game to disguise themselves against Mirabella too. There are also social media opportunities with this section too to show off their best ball wear. They obtain a word for Activity 17.
 - d. This leads them to go to the masquerade ball!
14. Masquerade ball
- a. The FGTs get to go to the ball.
 - b. The three heroines arrive at the ball.
 - c. They watch a video to understand their surroundings to go through with the plan. There are social media opportunities and obtain a word for Activity 17.
 - d. This leads them to start the plan.
15. Help get a musical spell book away from Mirabella
- a. They have to defeat Mirabella by getting her magical and musical spell book away from her.
 - b. This helps to prevent her from casting anymore spells.
 - c. The players play a (relatively responsible) drinking game (nothing super heavy). They also obtain a word for Activity 17.
 - d. They get the book which leads them to pause time so the last petal on the rose will not fall.
16. Help keep the rose alive

- a. The FGTs are pulled in to keep the rose alive and defeat Mirabella.
 - b. Keep the rose alive.
 - c. They have to solve a magic riddle for the spell to pause. They obtain a word for Activity 17.
 - d. They finally get to stop Mirabella!
17. Use a spell to stop Mirabella
- a. They get to finally stop Mirabella!
 - b. They use the spell book to stop her.
 - c. The players get to use the cards they have obtained throughout the game to play a Cards Against Humanity-like game to defeat her in some outrageous manner such as turning into a jellyfish or being turned into a record or living inside a guitar forever by putting it in the app.
 - d. They win!
18. Resolve
- a. The FGTs have won!
 - b. Free all of the Princes; Prince Ben turns back to his normal self; Kennedy becomes free of her step-mom; Merissa gets to become human or mermaid with the help of the magic shoe; Bailey gets to publish her story in the newspaper; and the FGTs pass to become real FGs!
 - c. They watch one final video of resolve and congratulations (with maybe a couple second clip of whatever fate Mirabella has like swimming in the sea as a jellyfish or trying to play the guitar she is living in). There are also social media opportunities to celebrate within the community!
 - d. The end.

Game Play Flow

In this section, introduce the flow chart you have. You can reference this flow chart in the previous section as well. Footnote and write explanations as necessary for clarity

Intro	Protect Kennedy's booth	Help Merissa save Prince Andy
Help Merissa complete task for sea witch	Help Kennedy complete chores	Help Bailey investigate
Help Bailey confront Mirabella	Kennedy, Bailey, and Merissa make a plan	Help Kennedy investigate
Make plan with princes	Help Merissa find the princes	Help Bailey obtain clues
Help Kennedy create outfits	The Masquerade Ball	Help get musical spell book away from Mirabella
Resolve	Use a spell to stop Mirabella	Help keep rose alive



Appendices.

A. Letter

Fairy Godmother-in-Training,

Congratulations! You have been selected from a competitive group of applicants to join

In order to access the Fairy Godmother-in-Training app go to your smartphone's app store and type

Andromeda's Academy for Fairy Godmothers. Your application stood out within thousands of applicants

in "FGIT Training Manual" and download it. After downloading it, the app should request a code word.

so I say congratulations and welcome on the behalf of the Academy!

The code word is found by name below. The app should lead you in how to begin.

Andromeda's Academy for Fairy Godmothers is the leading school to teach individuals how to

We look forward to starting! Best, -A

become smart, resourceful, and hard-working while balancing fun and magic. The Academy has been around for hundreds of years and has trained hundreds of thousands of Fairy Godmothers who have worked with Snow White, Queen Elizabeth I, and Kate Middleton, the Duchess of Cambridge.

Your training will begin very, very soon. It is imperative that you download the Fairy Godmother-in-Training app onto your phone. In order to do this you must take your letter out into direct sunlight for it to appear (some malevolent magic makers cannot stand in sunlight and thus will not receive this precious information).

Once again I personally and warmly welcome you to the Academy for Fairy Godmothers. I expect your training to lead you to be successful in creating the best and most magical happily ever afters.

Magically sincere,

(####)

Andromeda Bobbiting

Andromeda Bobbiting, IV

Head Fairy Godmother

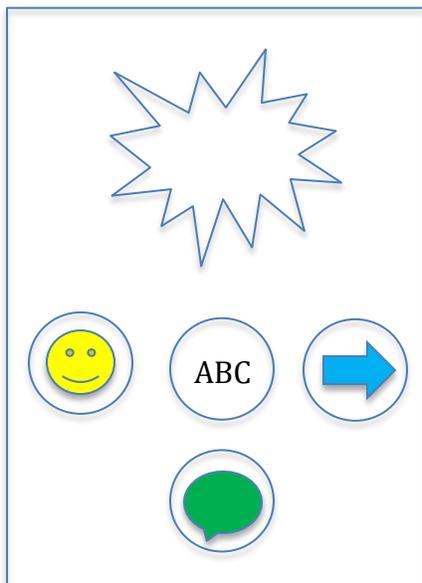
Andromeda's Academy for Fairy Godmothers

Et Quia Bautitudo Magicae

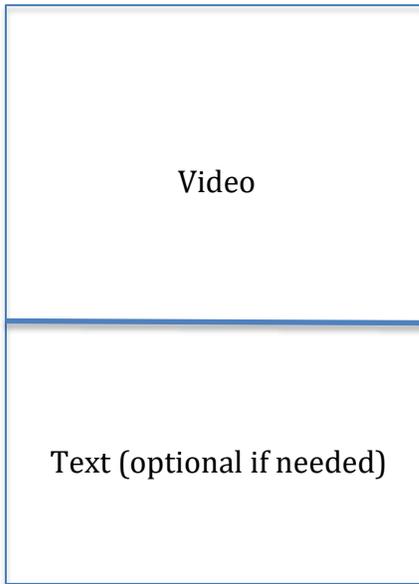
B. App/Training Manual



Welcome screen to the app where FGTs place their magical code from the letter in.



This is the Home Screen. The star at the top is the Magic Meter which fills up as the FGTs go through the tasks and shows them how far they are within the game. The four circles below are each tabs that takes them to another screen: the smiley face is where they connect and see how their friends in their group are doing. The "ABC" tab is to see what words they have collected. The arrow is to see what they have completed and what is next to complete (how they can go to the next stop). The speaking bubble can take the FGTs to the social media of the official FGT box account where other communication takes place.



This is how the screen is set up between games as they learn the story. There is a video spot on top and a text box on the bottom which is optional.

- C. Prince Minisode Screenplays
 - a. Intro: Mirabella has offered the lead role of her new band to Prince Ben but he denies the job; in response she turns him into a beast who has until the last petal falls (the night of the first concert) to say yes or he will be a beast forever.
 - b. Prince Ben is taken to Mirabella's hideout (not where Kennedy lives, but a luxury apartment); there he finds all the other princes including Prince Andy; they are told about the boy band they are to become
 - c. Prince Camden gets thrown in next and, with Ben and Andy, they decide to escape, but fail; Estabon, Mirabella, and Fairbanks argue over who will be the new leader of the band now that Ben might not be; Jasper, Killian, and Harold try to come up with a band name; George sits with a martini and David sleeps
 - d. Mirabella tries to get the guys to practice but Estabon and Fairbanks argue over who should be the lead singer; Ben, Camden, and Andy fail to escape again and decide to try to shave Ben's fur; Jasper, Killian, and Harold talk about what the group should wear; George drinks a mimosa and David is asleep at the drums
 - e. Ben, Camden, and Andy try to steal Mirabella's spell book only to run into Merissa; Mirabella, Fairbanks, and Estabon try to write press releases; Jasper, Harold, and Killian discuss who to invite; George tries a variety of drinks to "decide" what should be served at the party as David is being used by Ben, Camden, and Andy as a lookout
- D. Video Screenplays—other (each group interaction)
 - a. Welcome by Fairy Godmother Trainer; how to play the game
 - b. The three agreeing to team up
 - c. Masquerade ball
 - d. Ending celebration; resolve
- E. Recipe Suggestions
 - a. Magical Jello Shots (Delish.com)
 - i. 1 ½ cups of champagne or white wine (divided)
 - ii. 1 tbsp. lemon juice
 - iii. 1 tbsp. sugar
 - iv. 3 envelopes gelatin
 - v. ¼ cups vodka
 - vi. Rain bow sprinkles
 - vii. Combine 1 ¼ cups of champagne or white wine, lemon juice, and sugar in saucepan. Sprinkle gelatin on top. Let gelatin soften for about two minutes to bloom, then heat mixture over low heat. Stir until gelatin has completely dissolved, about 2-3 minutes, and remove from heat. Stir in remaining ¼ cup each champagne or white wine and vodka.

- viii. Grease a loaf pan with nonstick cooking spray. Pour mixture into mold and chill for 2 hours, or until firm.
- ix. Invert jello to parchment paper-lined cutting board and slice into squares. Dip each square in sprinkles and serve cold.
- b. Strawberry Shortcake Wands
 - i. 2 boxes of strawberries
 - ii. 2 refrigerated pound cakes
 - iii. 1 bag of white chocolate chips
 - iv. Skewers
 - v. Wash and cut tops off of strawberries. Defrost pound cake and cut into 1in cubes. Take the skewers and put on the strawberries and pound cake in alternating patters. Take the white chocolate chips and put them in a double boiler and melt them on low. Drizzle the white chocolate on the skewers of strawberries and pound cake. Put on plate and serve.