



“The Ruby Slippers Campaign”

The Holy Grail of Hollywood Memorabilia

HERITAGE
AUCTIONS

One wicked theft:
Dorothy's red slippers



The Ruby Slippers 2005 theft
and decades long search had
as many twists and turns as
the Yellow Brick Road itself.



A Fargo-esque Ruby Heist



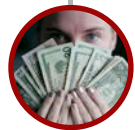
2005

Believing the Slippers are made of actual rubies, former mobster, Terry Jon Martin breaks into the Judy Garland Museum in Grand Rapids, Minnesota and steals them.



2005

When Martin realizes the rubies are fake, he gives the stolen Slippers to an old associate and tells him he never wants to see them again.



2017

A man approaches the slippers' insurer, claiming he can help recover them for more than the \$200,000 reward.



2018

The FBI conducts a sting operation in Minneapolis and recovers the stolen ruby slippers, capturing evidence and testimony that implicates the former mobster.



2019

Authorities use phone records and the threat of deporting Martin's wife to get him to confess.



2023

The 76-year-old thief, Terry Jon Martin, now diagnosed with a fatal lung illness, pleads guilty to stealing the Ruby Slippers.



2023

The Slippers are returned to Michael Saw, The Hollywood memorabilia collector who had loaned them to the museum.



2024

The dying thief is sentenced to time served, avoiding prison due to his deteriorating health.



2024

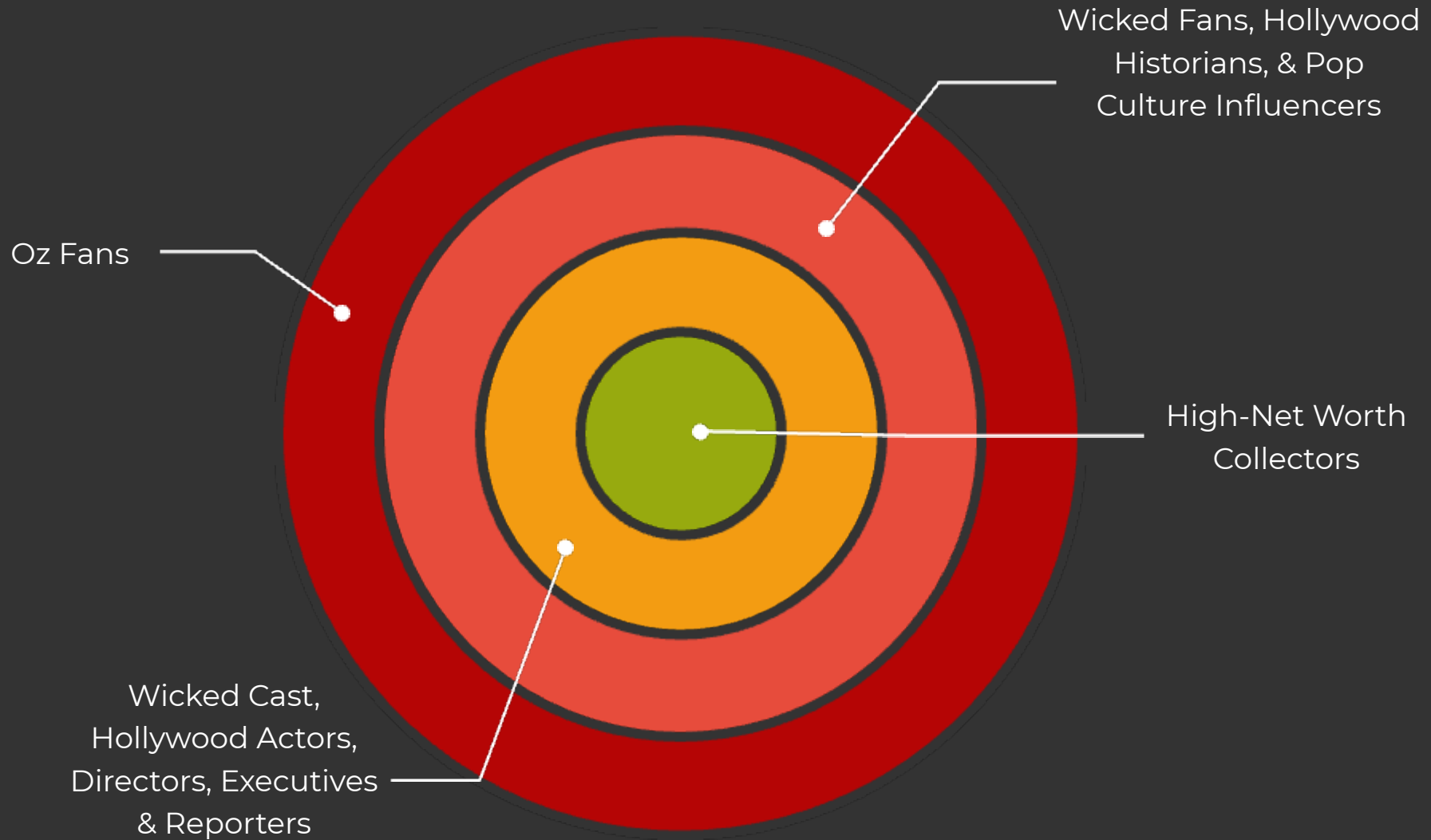
Michael Saw consigns the Ruby Slippers with Heritage Auctions.



We had one job:

Get this shocking story out into the world.

Owning The Oz Multiverse



Bidding for Attention

1

Awareness: Bring all Oz Fans into the Ruby Slippers Auction Narrative Funnel

2

Interest: Engage Wicked Fans, Hollywood Historians, Pop Culture Influencer, & Wizard of Oz Collector/Creators to co-create content

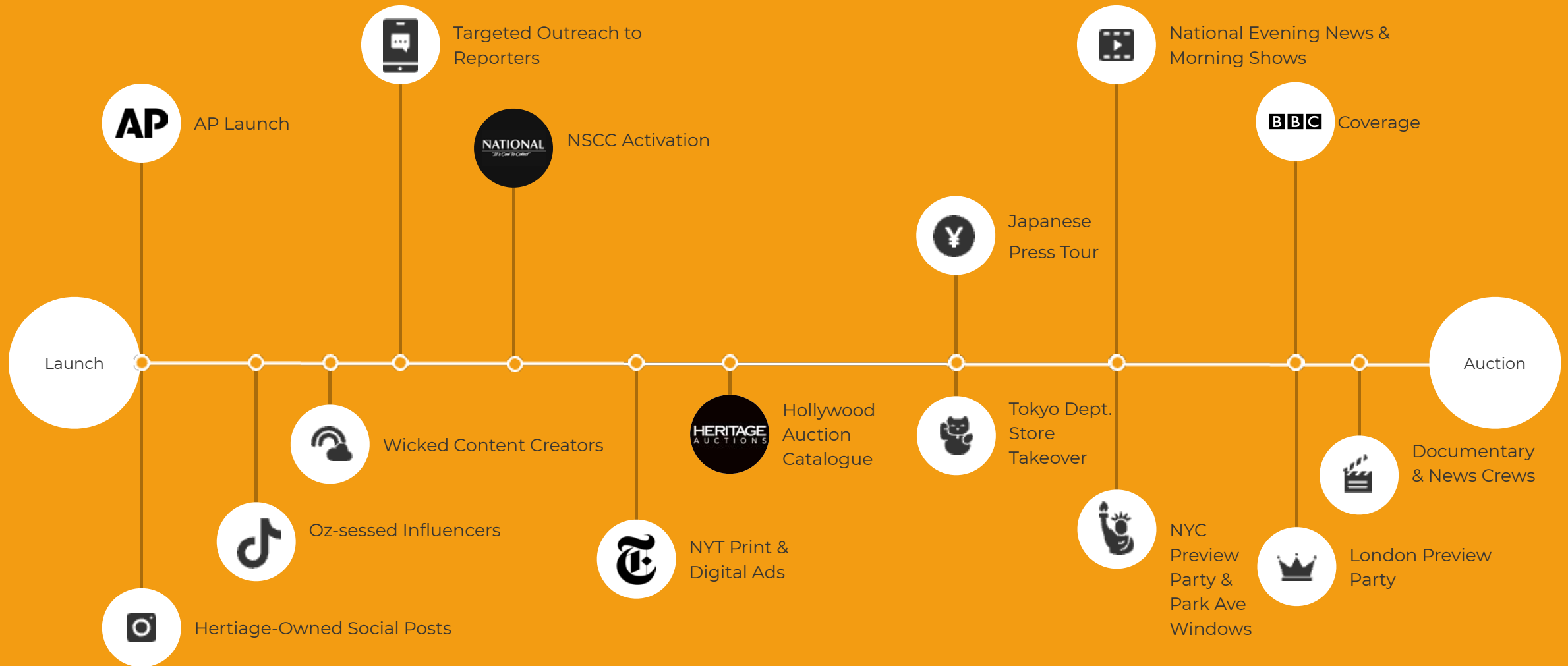
3

Desire: Capture Wicked Cast, Hollywood Actors, Directors, Executives & Reporters attention and instigate shares, coverage, and comments..

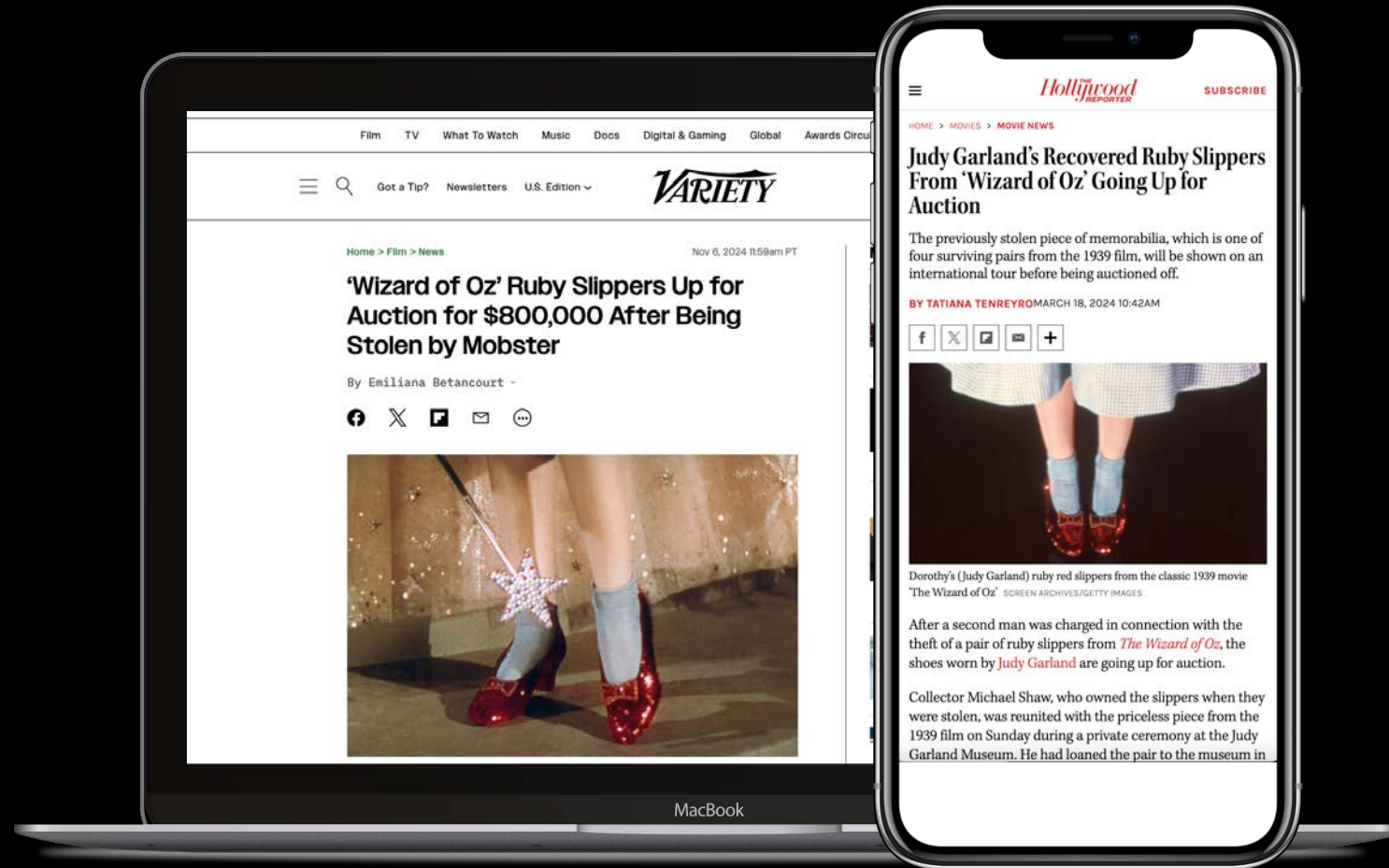
4

Conversion: Incite High-Net-Worth Oz Fans to bid while driving new underbidders to sign up on HA.com.

The road to auction, brick by yellow brick



We went where Hollywood players live & scroll



Film TV What To Watch Music Docs Digital & Gaming Global Awards Circu

Got a Tip? Newsletters U.S. Edition



Home > Film > News Nov 6, 2024 11:59am PT

'Wizard of Oz' Ruby Slippers Up for Auction for \$800,000 After Being Stolen by Mobster

By Emiliana Betancourt



MacBook

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Judy Garland's Recovered Ruby Slippers From 'Wizard of Oz' Going Up for Auction

The previously stolen piece of memorabilia, which is one of four surviving pairs from the 1939 film, will be shown on an international tour before being auctioned off.

BY TATIANA TENREYRO MARCH 18, 2024 10:42AM

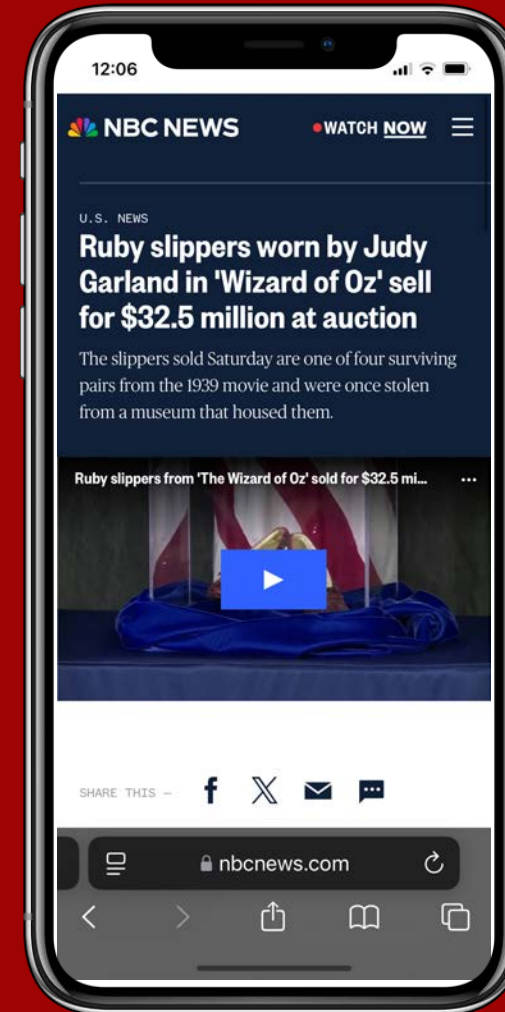
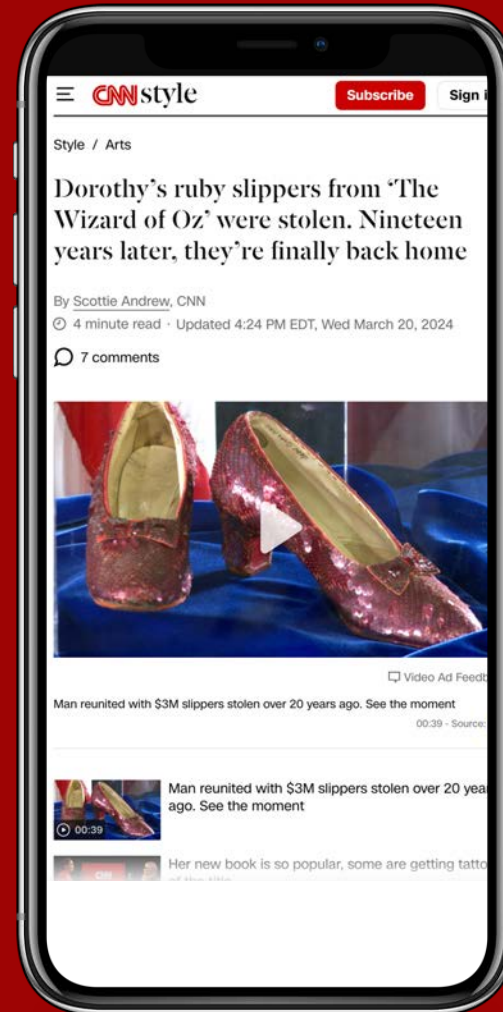


Dorothy's (Judy Garland) ruby red slippers from the classic 1939 movie 'The Wizard of Oz' SCREEN ARCHIVES/GETTY IMAGES

After a second man was charged in connection with the theft of a pair of ruby slippers from *The Wizard of Oz*, the shoes worn by Judy Garland are going up for auction.

Collector Michael Shaw, who owned the slippers when they were stolen, was reunited with the priceless piece from the 1939 film on Sunday during a private ceremony at the Judy Garland Museum. He had loaned the pair to the museum in

And told the story of the stolen Slippers and their triumphant return.





From Tokyo to New York



London to Dallas



The Today Show



MacBook Air

PBS Newshour

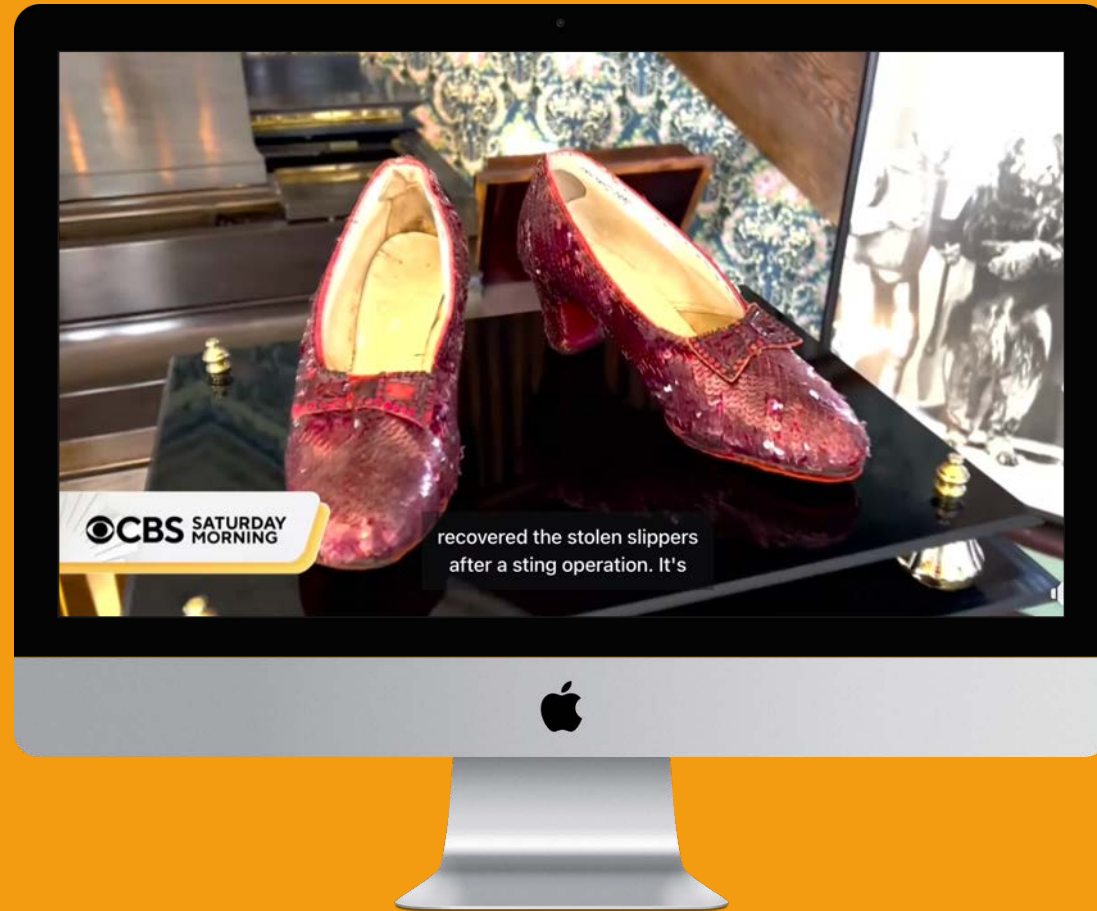


Andy Cohen



MacBook Air

CBS Morning



We used paid media to target Wealthy Collectors & “Film Buffs” with

The New York Times Digital Ads

Target:

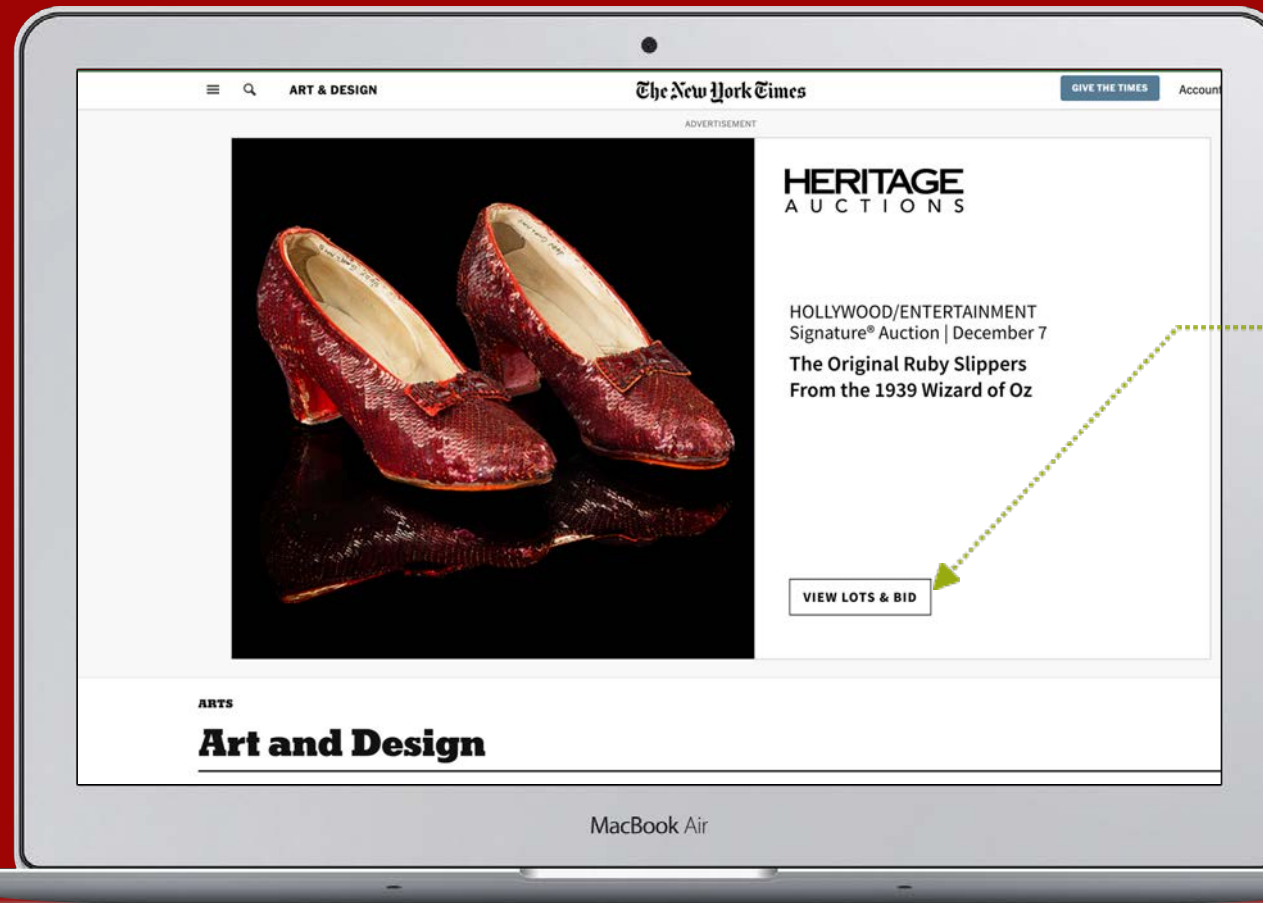
\$1M-\$25M; IA \$25M+;
HHI\$500K+ AND
Film Buffs | US Geo

Impressions:

535,218

Cost:

\$10,000



Click Thru
Rate:
1.5%
Benchmark:
0.79%

How did we reach Hollywood Royalty & High Net Worth Collectors organically?



kchenoweth  liked your reel. 3m



It's all about influencing the influential

TikTok

Heritage Auctions

For You

Explore

LIVE

Following

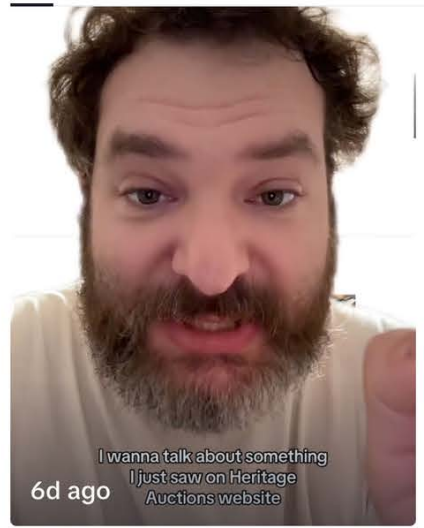
Friends

Upload

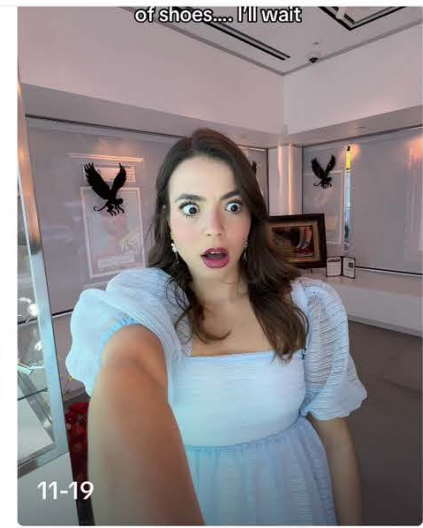
99+ Activity

2 Messages

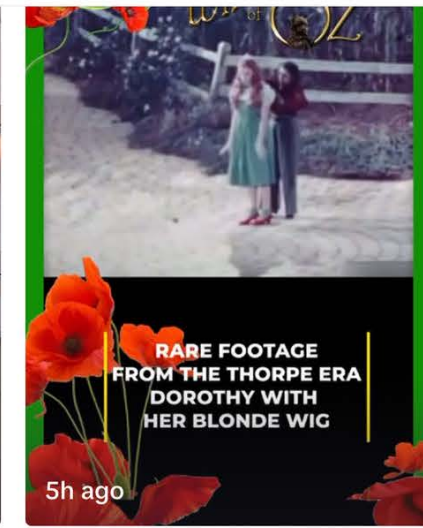
Top Users Videos LIVE



#greenscreen @Heritage Auctions has one of... lobbyintros 1157



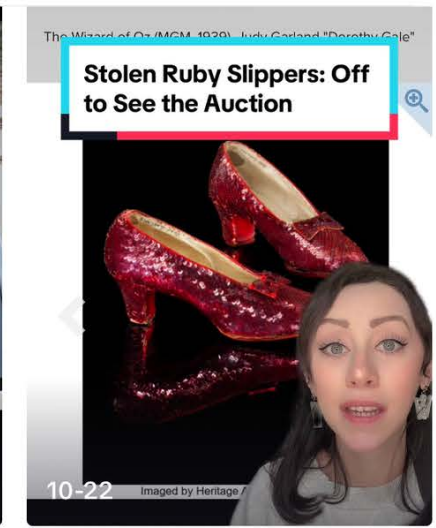
#sponsored I'm shook tbh! NYC!!!! Go see them before it... xtina_lopez 65.1K



Rare footage of the blonde wig from the Thorpe era. Thanks to... officialnerd... 687



A second man has been charged in connection to the theft of the... theozvlog 11.9K



The iconic and infamous pair of ruby slippers are about to begin... theozvlog 200.7K

Delivering the content the algorithm demands

Top Users Videos LIVE

11-19

Thank you to [@Heritage Auctions](#) for giving...

ozsessed 967.1K

11-18

I'm speechless. What an emotional experience. More to...

ozsessed 5.9M

3-18

Heritage Auctions?! 🤔🤔🔥🔥🔥

[#heritageauctions](#) [#heritage...](#)

psapapii 836

15h ago

A friend of Dorothy is a friend of mine. 🤔👉 [@Heritage Auctions...](#)

theodonov... 11.8K

11-20

Up close with the real ruby slippers! [#HAparters...](#)

ozhistory 2M

Creating viral moments that ignite the culture



Heritage Auctions

- For You
- Explore
- LIVE
- Following
- Friends
- Upload
- 99+ Activity
- 2 Messages

Top

Users

Videos

LIVE



The wonderful Nakia Burrise told us about the suits she wore on...

heritageauc... 50.3K



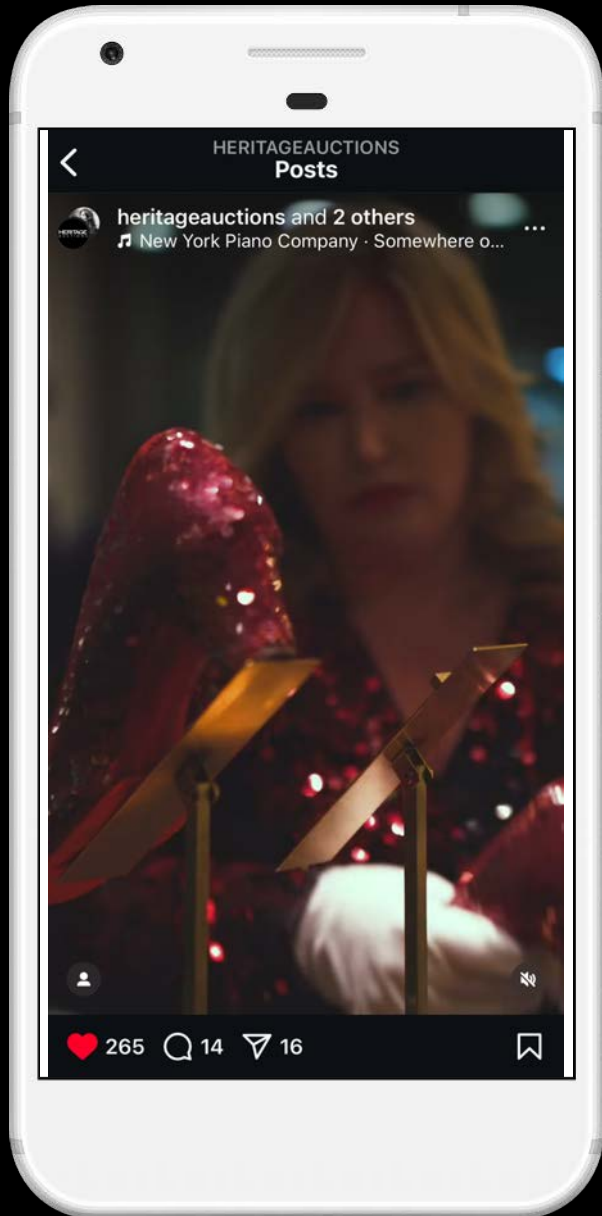
The Wicked Witch's hat is being sold! #wizardefoz...

ozhistory 783.5K



HUGE NEWS! I've been invited to see the real Ruby Slippers from...

ozsessed 108K



Social Media Results

- **2x growth across main platforms**

Audience growth (**3 months vs 3 months prior**):

208% increase in followers (across TikTok, Facebook, Instagram, X, LinkedIn)

- **6 million views for campaign**

A 110% increase in organic impressions;

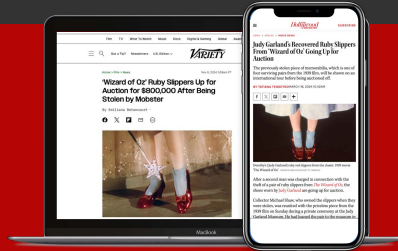
105% increase in engagements

- **41% increase in video views**

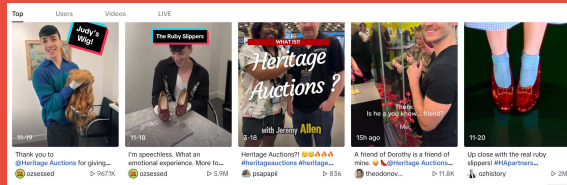
- **3312% increase in TikTok views**

Over previous period

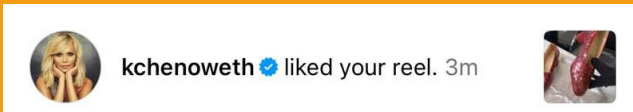
We turned the story of the stolen Ruby Slippers into a record-breaking \$32.5 million



Awareness: 6.374 Billion in Total Reach
Owned and Earned Media: \$59.Million in Estimated Media Value..



Interest: Over 150 Influencer Posts and Creator Content Videos



Desire: 1.6 Million Likes, Comments and Shares



Conversion: \$32.5 Million—the most valuable movie piece of memorabilia ever auctioned.