



“The Ruby Slippers Campaign”

The Holy Grail of Hollywood Memorabilia

HERITAGE
AUCTIONS

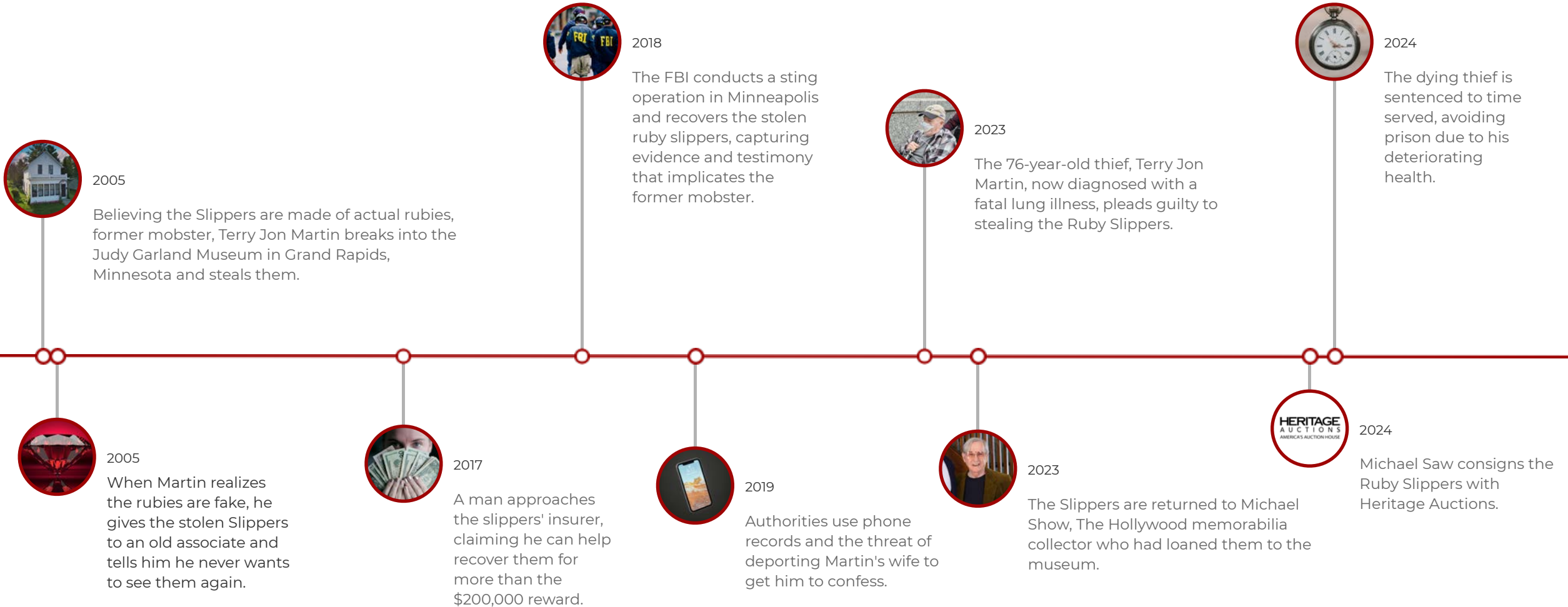
One wicked theft:
Dorothy's red slippers



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

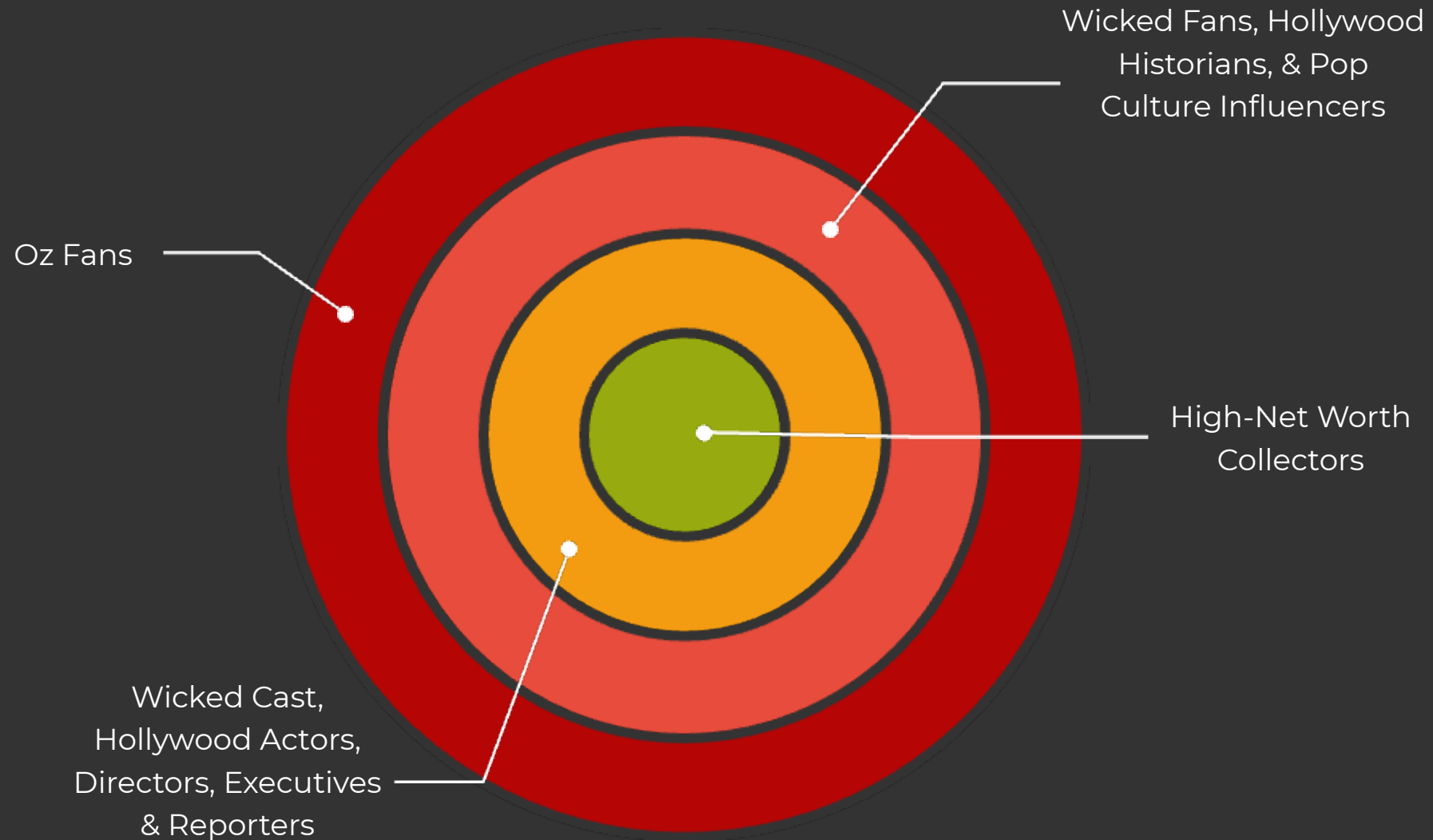




We had one job:

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

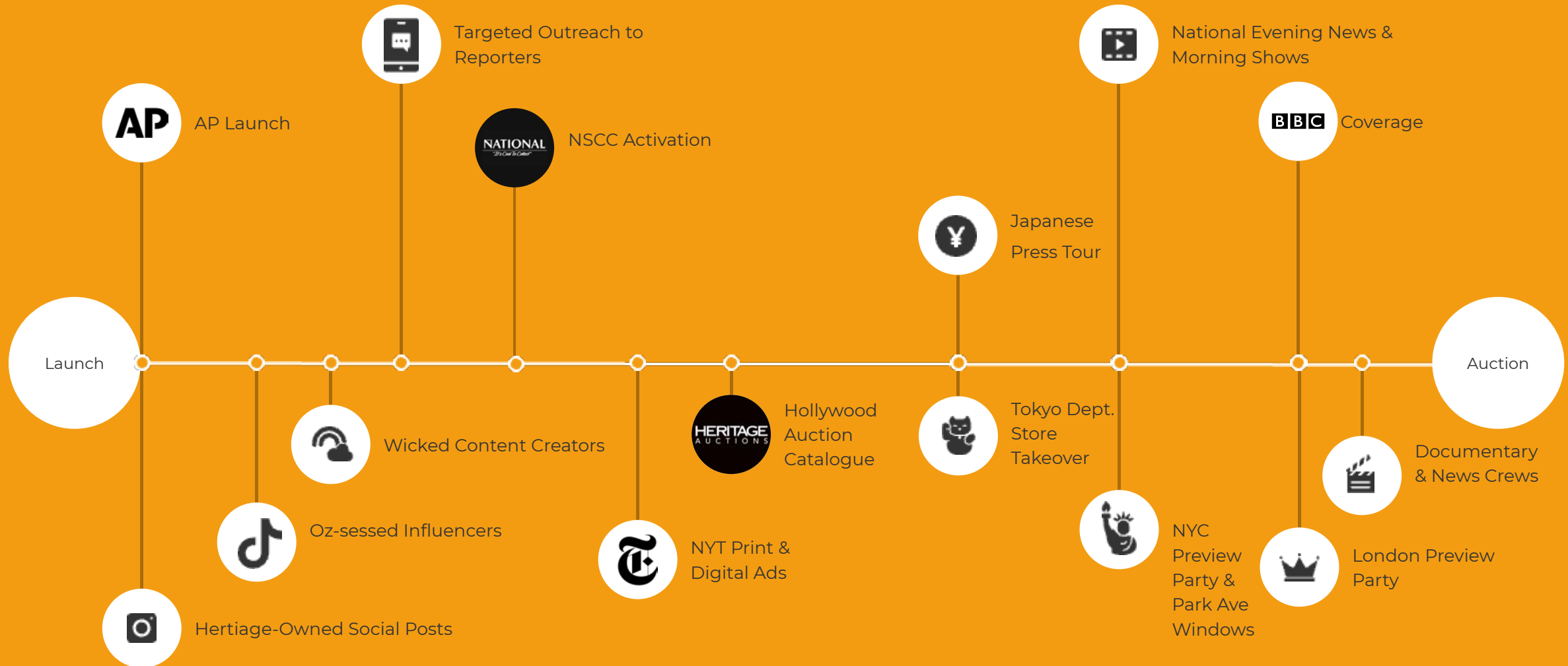
3

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

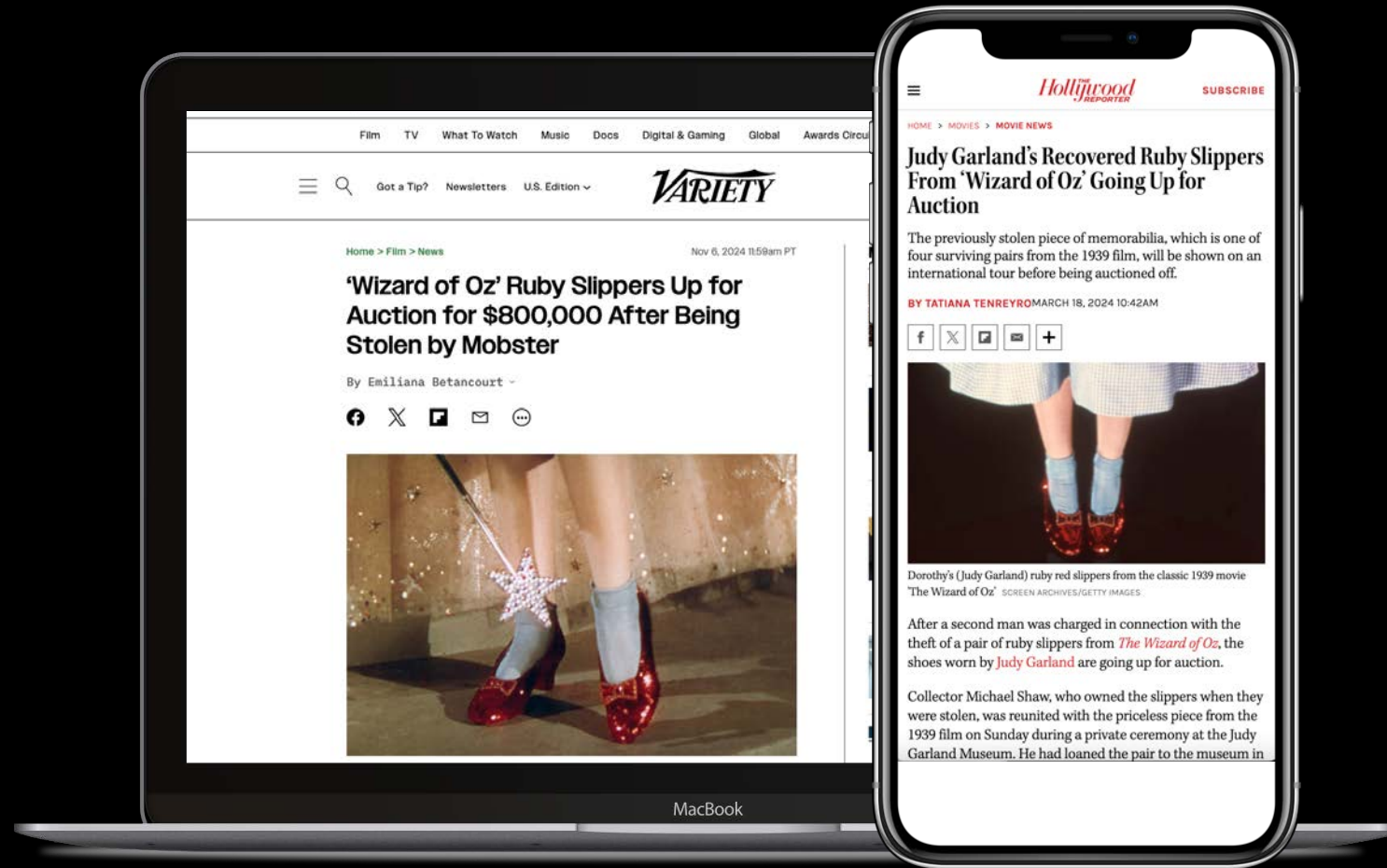
4

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

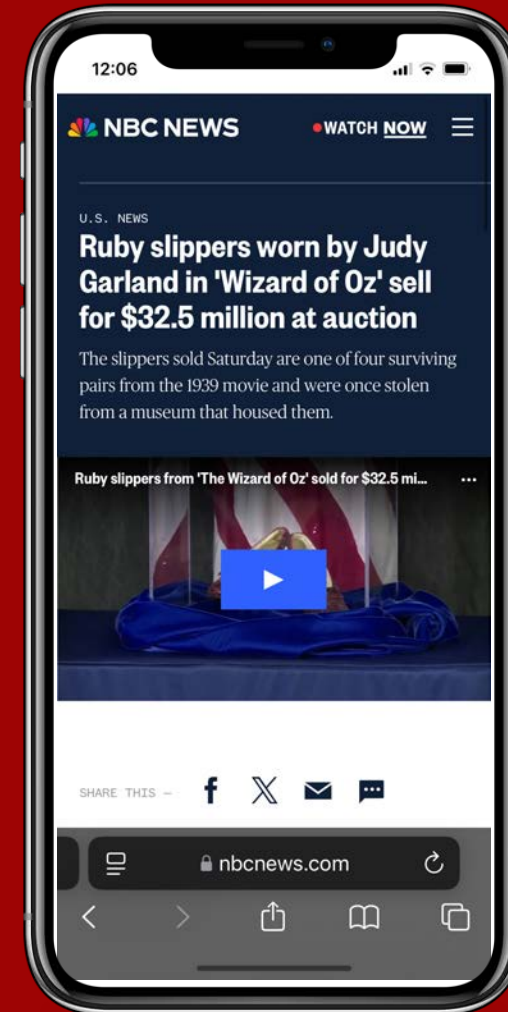
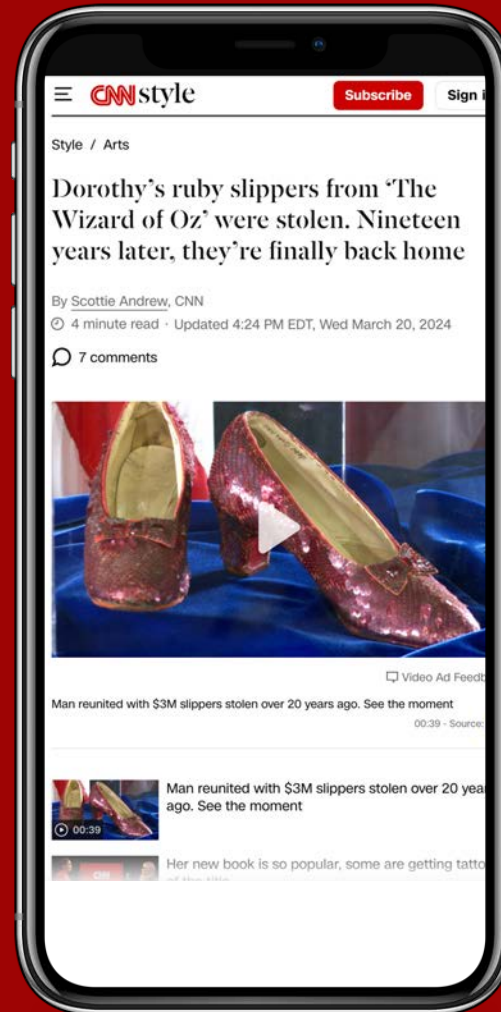
The road to auction, brick by yellow brick



We went where Hollywood players live & scroll



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





From Tokyo to New York



London to Dallas



The Today Show



PBS Newshour

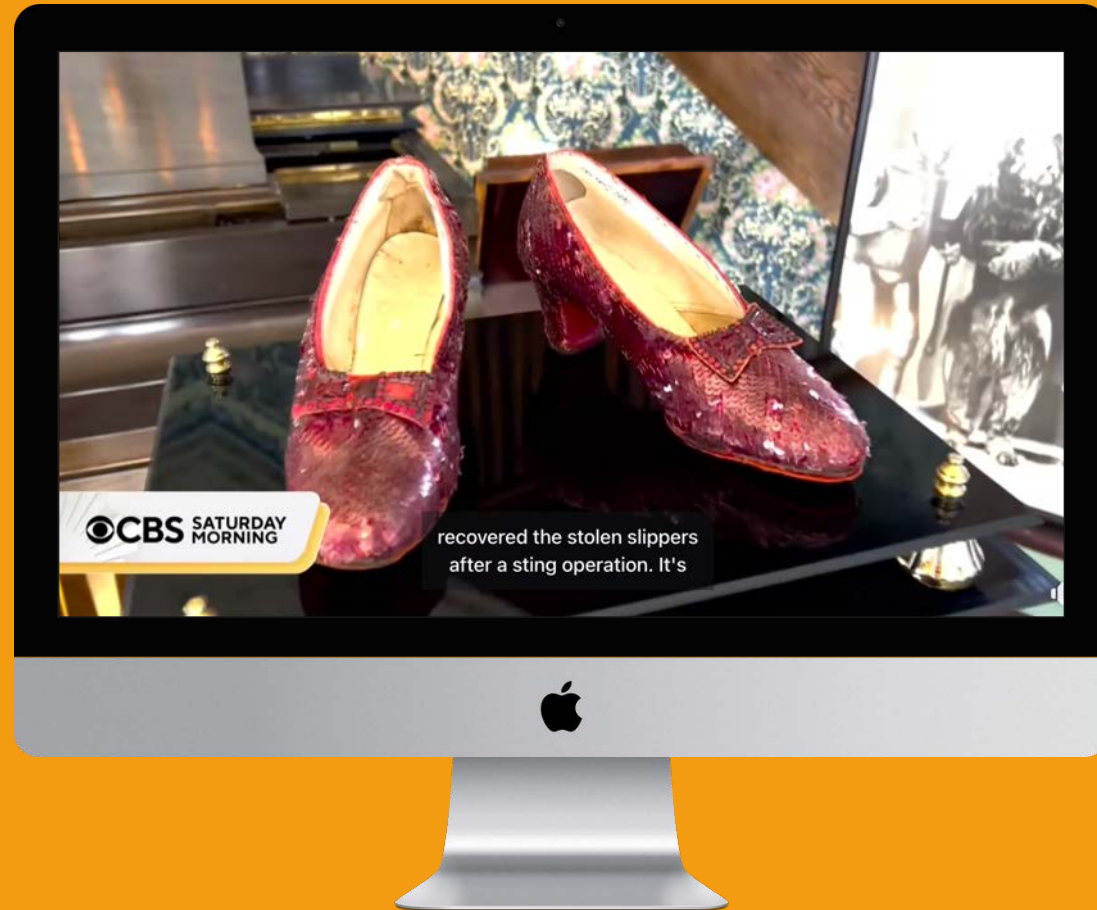


Andy Cohen



MacBook Air

CBS Morning



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

The New York Times Digital Ads

Target:

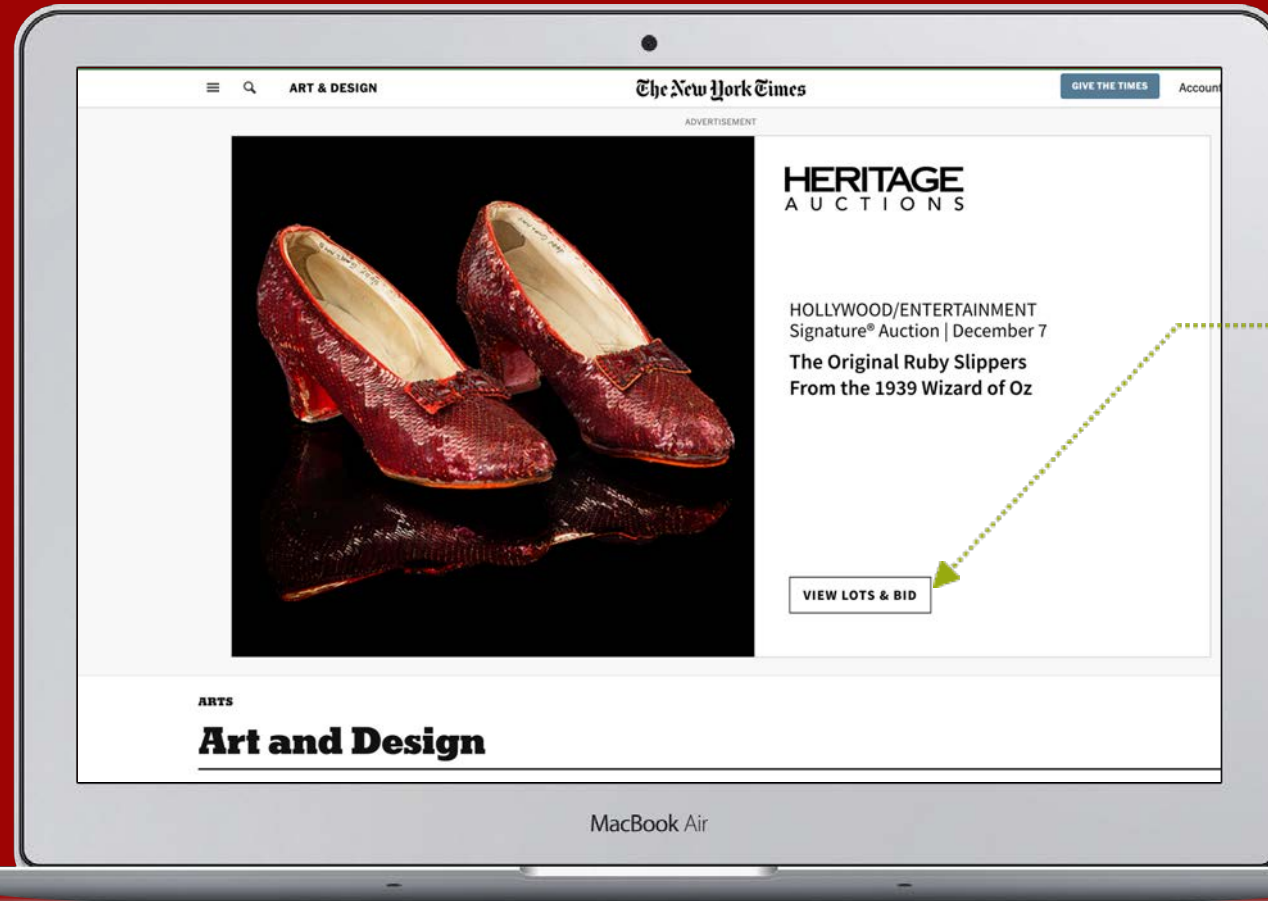
\$1M-\$25M; IA \$25M+;
HHI\$500K+ AND
Film Buffs | US Geo

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



Heritage Auctions

- For You
- Explore
- LIVE
- Following
- Friends
- Upload
- Activity
- Messages

Top Users Videos LIVE



6d ago

I wanna talk about something I just saw on Heritage Auctions website

#greenscreen @Heritage Auctions has one of...

lobbyintros 1157

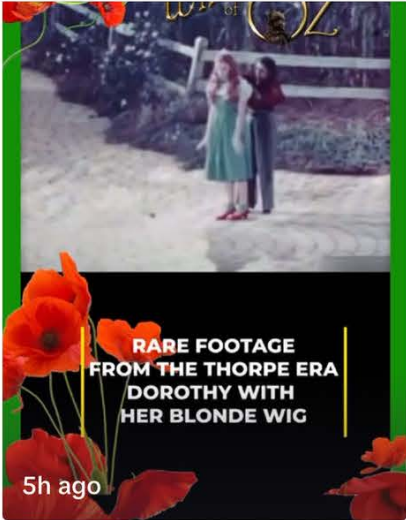


11-19

of shoes.... I'll wait

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

xtina_lopez 65.1K



5h ago

RARE FOOTAGE FROM THE THORPE ERA DOROTHY WITH HER BLONDE WIG

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

officialnerd... 687

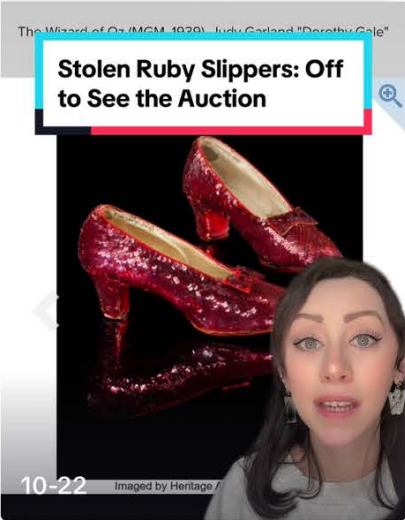


3-18

Ruby Slipper Theft: Second Man Charged!

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

theoqvlog 11.9K



10-22

Imaged by Heritage

Stolen Ruby Slippers: Off to See the Auction

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

theoqvlog 200.7K

Delivering the content the algorithm demands

Top

Users

Videos

LIVE



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



ozsessed

▶ 967.1K



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



ozsessed

▶ 5.9M



Heritage Auctions?! 🤔🤔🤔🤔
[#heritageauctions](#) [#heritage...](#)



psapapii

▶ 836



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



theodonov...

▶ 11.8K



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



ozhistory

▶ 2M

Creating viral moments that ignite the culture

Heritage Auctions

For You

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

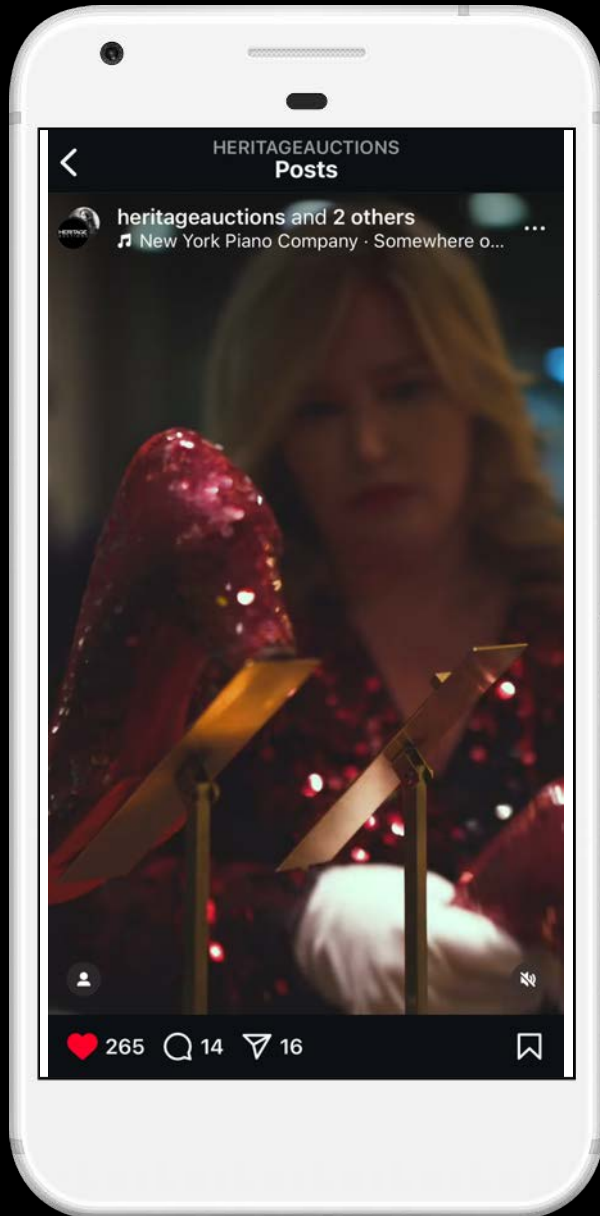
heritageauc... ▶ 50.3K

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;

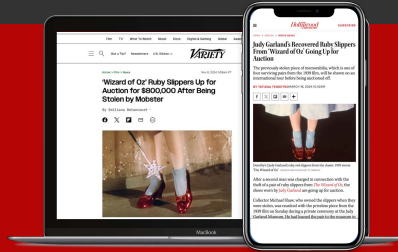
105% increase in engagements

- **41% increase in video views**

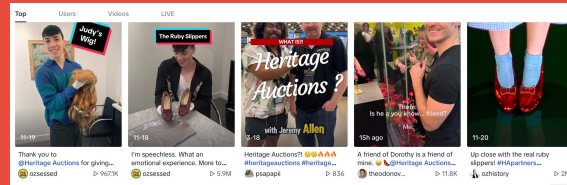
- **3312% increase in TikTok views**

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.