

Target
Audience

Primary:
Collector

GONE WITH THE WIND

— TOMORROW IS ANOTHER DAY —



OVERVIEW



Gone with the Wind is considered one of the grandest and most ambitious pieces of filmmaking in cinematic history. With more than 50 speaking roles and 2400 extras, the film is the quintessential Hollywood epic – considered a “must have” for collectors, and one that can be watched again and again for generations to come.

This is Hollywood at its most spectacular. The fiery love story of Scarlett O’Hara and Rhett Butler is a sweeping, epic tale of passions and hopes set against the tragedy of the American Civil War. *Gone With the Wind* was the most eagerly anticipated movie of its time, and one of the greatest films in history. The performances of its stars are mesmerizing and its appeal is timeless.

Based on the Pulitzer-prize winning novel by Margaret Mitchell, *Gone With The Wind* continues to capture the hearts of new generations with the enduring message that ‘after all, tomorrow is another day.’



MARKETING INFORMATION

Awards

- #1 Grossing Film of All-time at the box office (adjusted)
- *Gone with the Wind* was honored with 8 Academy Awards and 2 special awards ; including Best Picture, Best Director, Best Actress, and Best Art Direction
- Ranked #4 on the American Film Institute’s list of “100 Greatest American Movies of All Time.”
- Voted the Best “Best Picture” of All -Time by Time.com (2012)

Marketing Initiatives

- Planning underway for the 75th Anniversary Campaign in 2014
- Trade Ad Campaign promoting the 75th Anniversary
- New Style Guide, Packaging and POP available featuring the 75th Anniversary Logo

DVD

- Over \$114 Million in Worldwide DVD Sales to-date
- 75th Anniversary Edition DVD scheduled for release in 2014