

## NATIONWIDE BRIDAL SURVEY REVEALS VALUE OF VIDEOGRAPHY

Sarasota, FL - Professional wedding videography is rapidly becoming a preferred medium for recording and preserving wedding memories, according to a new nationwide survey of brides who were married in 2002. The survey, commissioned by WEVA International, was conducted between January 27-February 5, 2003 by Breakthrough Marketing, Inc. Many of the results may seem intuitive to a dedicated professional videographer. However, the new survey provides the results in a quantifiable form.

The survey, conducted by telephone, revealed that brides in the planning process of the wedding do not immediately realize the impact of a professionally-produced video. Before the wedding, while brides are making plans, over half (54%) rank video as one of the Top 10 most important bridal services. However, that number increases to 79% AFTER the wedding, as brides look back and assess the individual value of each service. Before the wedding, 23% of brides view video as a Top 5 service. After the wedding, that number climbs to 42%. **The value of video becomes greater after the wedding.**

The survey revealed the value of video is greater with brides who use professional video services compared to those who don't. Before the wedding, 41% of brides using a professional videographer consider videography a Top 5 service. But after the wedding the number grows to 59% who consider video a Top 5 service. And, after the wedding, 94% of these brides say they consider professional videography at least a Top 10 service.

One of the most surprising findings of the survey is the second thoughts, even regrets, among brides who decided not to utilize the services of professional videographers.

Among brides who used a friend or family member to videotape their wedding instead of using a professional, nearly half (49%) said they would hire a professional if they had it all to do over again.

These second thoughts are even more pronounced with brides who didn't have their weddings videotaped at all. **In hindsight, 60% say they wished they had had their weddings videotaped.**

As brides look back at their wedding, the survey showed that 79% of brides agree that future brides should at least consider using a professional to videotape their wedding day. Those feelings are even more pronounced among the

brides who utilized the services of professional videographers, **95% of whom think future brides should consider using a professional videographer.**

The survey results reveal professional videography has become very important to today's brides. Its value is comparable to wedding photography, and even more valuable in some respects, according to brides surveyed. Most importantly, the survey showed that brides feel more emphasis needs to be placed on videography in the wedding planning process.

WEVA International members will be able to find more survey results along with an industry analysis in upcoming issues of *Wedding & Event Videography*, the official publication for association members.

Results of this national survey, conducted by Breakthrough Marketing, Inc., are based on telephone interviews with 453 brides who were married in 2002. For results based on the total sample of brides, there is a 95% confidence factor that the margin of sampling error is plus or minus 4.75 percentage points. Breakthrough Marketing, Inc. (Des Moines, IA), are consultants to the wedding industry who regularly research the attitudes and buying patterns of brides, as well as industry trends among specific wedding services.

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