

Nation Wide Bridal Survey Reveals Value of Videography



The following is an article courtesy of WEVA (Wedding and Event Videography Association), www.weva.com

Professional wedding Videography is rapidly becoming a preferred medium for recording and preserving wedding memories, according to a new nationwide survey of brides. The survey, commissioned by WEVA International, and conducted by Breakthrough Marketing, Inc.

The survey, 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.** **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. 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.** 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.**

The review can be found on www.weddingwire.com, Abacus Studios, web page, "reviews" tab.

We had the pleasure of working with Damian and Michelle the day of our wedding. Both were very professional, friendly, and prompt. They made us feel comfortable on what could have been a stressful day. They are both very easy to work with and listened to what we wanted to do for our photos and video. We were nervous to have a videographer because we have been to weddings in the past and have had the video camera shoved in our faces! We knew that would make people feel uncomfortable, so we were not sure about video at first. However, I didn't even know Damian was there. He was able to capture all the highlights of our wedding day without being intrusive. Michelle was quick and had our family and bridal party pictures done in no time! She was great with the children we had in our wedding, also. Everyone commented on how convenient it was to be able to get pictures out of the way so they could enjoy the rest of the evening. I would highly recommend Abacus Photography to anyone planning a wedding. I planned my wedding from out of state and had many questions that were immediately answered by Alex. Nobody ever made me feel as though I was bothering them or asking a stupid question. I can't wait to see my photographs and video