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## **New Nationwide Survey Reveals Strong Advice From Brides**

If there's one thing brides today can agree on, it's that future brides should have their weddings videotaped. This is according to a new nationwide survey of brides who were married in 2005. The ground-breaking survey, commissioned by the Wedding & Event Videographers Association International (WEVA), was conducted last month between December 12th and December 22<sup>nd</sup> by Breakthrough Marketing, Inc.

The survey was conducted by telephone of a cross section of brides from around the country. Results showed ninety-eight percent of surveyed newlyweds recommended that brides have their weddings videotaped. Interestingly, brides don't fully appreciate the value of video until after the wedding. Before the wedding, only a little more than half of surveyed brides considered video a "Top 10" service in comparison to other wedding-related services. However, after the wedding, that number climbs to 75%.

Of surveyed brides, 38% did not have their weddings videotaped by anyone – amateur or professional, and apparently have some regrets. Sixty-three percent of them now either somewhat or strongly recommend that future brides hire a professional videographer.

Ninety-eight percent of brides surveyed used the services of a professional photographer compared to only 29% for professional video services. However, surveyed brides who used professional services for both were expressive about what they like best for each of these professional services. Brides say video does a better job of capturing the emotions of the day, records the history of the day better, and they strongly feel that future children will enjoy their wedding video more than their wedding photographs. Brides need professional services for both.

WEVA, the first organization to survey actual newlyweds (as opposed to brides-to-be), regarding the value of wedding videography, commissioned a similar survey, the industry's first-ever, three years ago. Not surprisingly, newlyweds today say it is more important than ever for brides to have their wedding videos delivered on DVD. Three years ago, only 27% of surveyed brides said it was very important to get their videos produced on DVD. That number climbed to 55% for this latest survey. For brides who spent over \$30,000 on their weddings, 75% said it is very important for them to get their video on DVD.

The new 2005 survey probed brides' interest in new and emerging video technology. One stood out. Fifty-five percent of surveyed brides said they were interested in high-definition DVD. In addition, 43% were interested in still prints from video; 32% were interested in widescreen format; 29% were interested in live Internet webcasting of their wedding; and 21% said they were interested in the new concept of a "Same Day Edit."

Collectively, these new technologies and capabilities are very important to brides. When asked, "Would you have hired a professional videographer if any of these services were available to you?" thirty-five percent of brides who did not have their weddings videotaped said they would have hired a professional videographer had these services been available to them; 45% of brides who had their weddings videotaped by an amateur said they would have used professional services if the services were available; and 60% of brides who spent over \$30,000 on their weddings said they would have used the services of a professional videographer had these services been available.

The survey revealed that 16% of brides used the services of a professional bridal consultant. The percentage was even higher among brides who used professional videographers. Twenty-five percent of these brides also used the services of bridal consultant. Among brides who spent over \$30,000 on their weddings, 29% used the services of a bridal consultant.

A natural link appears to exist between professional bridal consultants and professional videographers. Upscale brides in particular want the best technologies and ideas available. Bridal consultants can best serve the needs of their clients by establishing relationships with quality-oriented, professional wedding videography businesses.

When asked: "If you had a choice between looking at your grandparent's wedding photos or their wedding video, which would you choose?" 61% of these upscale brides (\$30,000+) said they would rather see the video.

Results of this national survey, conducted by Breakthrough Marketing, Inc., are based on telephone interviews with 500 brides who were married in 2005. 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) is an industry firm that regularly researches the attitudes and buying patterns of brides, as well as industry trends among specific wedding services.

WEVA International is the leading trade association for professional wedding and event videographers. The association is dedicated to advancing the professional interests of wedding and event videographers worldwide through continuing education, technical support, group benefits, advocacy committees and professional development training. For more information regarding professional videography and WEVA International activities and membership, visit [www.weva.com](http://www.weva.com), or contact the association office at 941-923-5334; email: [info@weva.com](mailto:info@weva.com).

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