

Why have my wedding videotaped?

National Bridal Survey Reveals Why Brides Love Their Wedding Videos

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The value of a professional wedding video is not immediately apparent to brides as they plan their wedding. In fact, the impact of video becomes greater after the wedding.

Professional wedding video is critical for preserving wedding memories, according to a national survey of brides conducted this year. The survey was commissioned by the Wedding & Event Videographers Association International (WEVA).

Before the wedding, when brides are making plans, over half (54%) rank video as one of the Top 10 most important services, the survey revealed. But, that number goes up 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 is greater with brides who use a professional video services company to those who don't. Before the wedding, 41% of these brides consider video a Top 5 service; but after the wedding the number grows to 59%. After the wedding, 94% of these brides consider video 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 the brides who used a friend or family member to tape their wedding instead of using a professional, nearly half (49%) said they'd 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 taped at all. In hindsight, 60% wished they had had their weddings videotaped.

As brides look back at their weddings, 79% agree that future brides should at least consider using a professional to videotape their wedding day. Feelings are even more pronounced amongst the brides who utilized the services of professional videographers: 95% think future brides should consider using a professional videographer; 54% of this group strongly recommends that bride utilize professional video services.

Professional video services have become very important to brides according to this groundbreaking study. Its value is comparable to wedding photography; and even more valuable in some respects, according to brides.