

Breakthrough Marketing, **INC.**

Videography Survey Results

This is an excerpt of a national survey with results conducted by Breakthrough Marketing, INC., and based on telephone interviews with 453 brides who were married in 2005

"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 their wedding 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 need to be placed on videography in the wedding planning process."