

Why You Should Consider A Wedding Video

For a growing number of couples, this is not an issue. The wedding video is as much a part of their wedding planning and wedding day as the cake, gown, and photographer. They know that a professionally produced wedding video is the ultimate art form for preserving and reliving those precious wedding day memories. However, if you are unfamiliar with professional wedding videography or still have some un-answered questions, then here are a few things to consider that may help you decide to have a professionally produced wedding video. More importantly, a professional wedding video produced by Tesoro Productions.

It is no secret that multi-billion dollar industries spend tremendous amounts of money on marketing. And the Wedding Industry (sorry, it really is an industry) is no different. A good number of those marketing dollars are spent on post-wedding bridal surveys. Marketers (those people we hate to love) want to know why you made the decisions that you did regarding your wedding. Things like why you chose this cake over that cake, this reception site versus that one, the \$10,000 photographer over the \$1,000 one and (most importantly) why you chose a professional wedding video.

There have been numerous wedding video surveys done over the years and primary reasons given for having a professional wedding video have remained fairly constant. Here are the top five "prime motivators"

1. To show to future children
2. To experience wedding vows again
3. To see and hear parents, friends, and family as they were on that most special day.
4. To see herself and her husband as they looked on their wedding day.
5. To see herself in her wedding gown.
6. Premium Wedding Videography

The majority of couples planning a wedding today are also planning a family sometime in the future. So it is no surprise that the number one reason for a professionally produced wedding video is to show future children.

"But won't the wedding photos do the same thing?"

Yes, to certain degree. But what will your answer be when little Johnny asks you what you were saying to Daddy as you slid the wedding ring on his finger? Wouldn't it be great if you could relive the sights and sounds of your wedding day?

(Did we mention that the number two reason for a professionally produced wedding video was "to experience the wedding vows again"?)

"But I have a (pick one - Uncle Charlie, Cousin Bob, good friend Bill) that said they would do it for free. Is there that much of a difference between a professional wedding video and one that they could do?"

In a word – Yes. In several words – There's no comparison. In fact, the answer given most when brides were asked what their biggest mistake was when it came to having the wedding video-taped – Using a non-professional videographer. You may have family or friends who would like to contribute to your wedding in some way. They may offer to shoot the wedding for you, and at no charge. That's great! But be careful you don't spoil a family relationship. Your friend or "Uncle Charlie" would feel terrible if something went



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wrong. How much is the relationship or friendship worth, because you might lose it. Is it worth the cost of the video? Most people don't realize that what's at stake goes beyond the cost and quality of the video. An experienced professional will create your video with professional video cameras and state-of-the-art editing equipment.

An experienced professional's focus will be entirely on you and capturing the sights and sounds of your wedding day. An experienced professional knows what needs to be done and how to get it done. An experienced professional is – well – an experienced professional.

And 81% of surveyed brides can't be wrong. They are the ones who said professionals offer a higher quality product than "Uncle Charlie".

"Okay, I know I need a professionally produced wedding video, but isn't the quality of work between different video companies pretty much the same?"

No. There is a difference in quality and there is a difference in style. It is important that you view the videos (ask to see an entire finished video, not just a demo) of several professional wedding videographers. Select the one whose style is right for you.

"How do I find a professional wedding videographer who's right for me?"

Go beyond just the Yellow Pages. Ask for referrals from family and friends. Ask questions, lots of questions. Ask if they do large and small weddings. Ask if they have ever videotaped a wedding at the church you are planning to use or at the site of your reception. Ask questions, and then ask some more questions. You'll want to work with a videographer you like and trust. Go beyond price in your telephone conversations with professional videographers. Although price is an important consideration, it is not the only consideration. No price is a good price if you don't like the quality of the finished product.

"So, how much should I pay for a professionally produced wedding video?"

At the risk of sounding evasive, there is no right or wrong answer to that question. There is no magic formula for determining the "right" price. The brides who typically are the unhappiest after the wedding aren't the ones who scrimped on the cake, flowers or gown but the ones who scrimped on the videography. Your wedding video may cost as little as 10% of your wedding budget but will deliver 95% of the memories. Your wedding video is your small investment in maintaining sacred, lifelong memories.

Call us today for a no-obligation appointment to view our work and discuss your special needs. We love questions.