

Client Creations White Paper

Clients Want to Create their Albums- Why?

In a market survey conducted 6 months ago, we have found a few interesting findings:
On average, a couple will spend \$27,000 on their wedding. Out of this budget, on average, \$3,000 will be dedicated to photography; making photography one of top three ticket items in the wedding.

- A little over 80% of the couples plan to hire a professional photographer to shoot in the wedding.
- However, about 35% of the brides who hire a pro wedding photographer will not buy an album from the photographer; stating price as the main reason for that.
- Almost 80% of those brides which didn't order an album from the photographer still plan to create a printed output, but from a different lower cost source.
- Furthermore, 86% of the brides thought, "It is important that I have a hard copy album/photobook of my wedding pictures."
- And 87% of brides thought that, "An album/photobook is the best way to preserve my wedding pictures for future generations."

The conclusions so far are clear. Even though the vast majority of bride's value printed output (87%), there are a significant number of brides (35%) that do not order an album from the photographer mainly due to price.

So maybe a low-cost "Costco" style retail photobook is the solution they are after? Maybe they just don't understand the value delivered by a professional album?

The research results do not support this thought.

When asked about the difference between an album and a photobook, the distinction was clear:

Album vs. Photobook – excellent performance:

- Quality of image- album 84%, photobook 27%
- Durability- album 72%, photobook 27%
- Images will be enhanced- albums 80%, photobooks 24%

The top three characteristics most important to those brides were:

- Output quality
- Durability
- Image enhanced

Much fewer placed value on the fact that somebody else is designing the product for them (around 34%)

Brides were willing to pay for an album at a higher price, rather than for a photobook (as they did see a value difference as stated above), but the actual numbers were somewhat surprising:

- 25% - \$100-\$200
- 19% - \$200-\$300
- 18% - \$300-\$400
- 16% - \$400 and up

As this was a survey with no sample products presented to the participant, the above pricing results should be taken with some caution. Still, an overall trend can be recognized, especially when combined with all the other info as described above.

The business conclusion we have reached here at DigiLabs is pretty clear:

- From the 2.05 million weddings a year, in the US, about 620,000 brides will hire a pro photographer but will not order an album from him/her.
- They do understand the value, and what a printed product delivers, but they cannot afford the price.
- Most of those 620,000 brides do not place much value on the design services offered by the photographer. Thus, are not willing to pay a premium for that service.
- A significant number (more than 400,000 brides a year) would be willing to pay for a premium product in a DIY model, but this product has to be priced around \$250-550

To address this market, and to arm photographers with the tool needed to get a share of that market, we have developed the concept/product of Client Creation.

Case Study

Earlier this month, Jeffrey Fong, a Seattle based veteran photographer, took the Marina and Anza Classic Client Creation sample on the road to the 2012 Seattle wedding show. While showcasing the client creation, Jeff received plenty of positive feedback from his soon to be clientele. In an interview about the trade show, Jeff stated with much enthusiasm that:

“Everyone I showed the kit to love it...without exception, everyone I spoke to thought this was a great idea; they’ve never seen anything like it.”

“There are a lot of brides who have their wedding photos sitting on a disc, not doing anything with them... they want that medium that would allow them to create a high quality album.”

“The market for this item is huge... whether it be soon to be brides or recently married brides.”

Jeff went on to say that Client Creations is a “win-win for photographers.”

“Gives the brides creative control, user friendly templates...and comes with great customer support.”

“Other photographers didn’t know that this kind of product existed”

How Can You Get Part of The Action?

Ride the wave instead of fighting it. Client Creations is a prepaid album that is ready to sell to the DIY bride, and it’s simple as 1, 2, 3...

1. Buy a “Client Creation” kit at wholesale price – includes everything a bride needs to create a quality album.
2. Sell the kit to the bride at retail price.
3. The Brides create and upload top quality product-we have developed a proprietary workflow which will ensure your work looks good, including manual color correction of each image.

The kit includes a black presentation box to store their album, a pre-paid flush mount album voucher, and instructions on how to create and redeem the album and lastly, the free design software to create their album, which includes professional wedding album templates.

We have developed a proprietary workflow based on our licensed technology, which insures a top quality product, including manual color correction for each image. It makes certain that your photo’s come out looking their best.

Currently, there are four album options that the client can choose from, ranging from various prices:

- Anza Classic Client Creations (20 sides, Leather Cover)
- Anza Elite Client Creations (30 sides, Leather Cover)
- Marina Classic Client Creations (20+ sides, Wraparound Photo Cover)
- Sunset Client Creations (20 sides, leather Cover, Peel & Stick)

They range between \$196-350 wholesale and \$280-500 SRP (suggested retail). More will be coming to cover even a lower entry level price point.

To help you sell in bride shows we have developed these tools:

- Easy to print and downloadable brochure that is featured on our website. The brochure is great for events and in studio marketing. Click here to view [the brochure](#).
- Client Creation kit without an album (the kit sold to the bride) - \$40
- Special album studio sample discount of 40% (limited to one sample per) so you can show how the final album/s look like.

There are hundreds of thousands of brides that want to design their own quality album; so be a part of the solution and offer her the Clients Creation Kit. With its easy to use software, full customization

ability, various pricing options and unbeatable photo quality for a DIY album kit, Client Creation would be the optimum choice for the DIY bride, and will help you generate a growing revenue stream you had no access to...

For full info: <http://www.digilabspro.com/client-creations.shtml>