

Suggested Pricing Structure for “Guy Heart Photography”

1. Full-Day Wedding (8 hrs)

- Price: Starting from 95,000 THB.
- Two **dedicated professional photographers** capturing your entire celebration — from morning preparations to evening festivities.
- Up to 8 hours of continuous coverage with a blend of natural, candid, and editorial-style storytelling.
- 300–500 high-resolution, beautifully edited images in both color and black-and-white tones.
- **Personalized pre-wedding consultation** to plan your timeline, preferred style, and key moments.
- Private online gallery for easy viewing, sharing, and downloads.
- **A complimentary professionally designed photo album is included as part of the package.**
- Travel and accommodation fees are not included.
- Creative posing guidance and natural direction throughout the session.
- Optional add-ons: film photography, fine-art album, scenic drone coverage.

2. Half-Day Wedding / Elopement (4 hrs)

- Price: Starting from 40000 THB.
- One **dedicated photographer** providing up to 4 hours of artistic, story-driven coverage.
- 150–300 professionally edited images capturing your ceremony, portraits, and intimate details.
- **Personalized planning session** to align with your theme, schedule, and photography style.
- Private online gallery with full download access.
- **A complimentary professionally designed photo album is included as part of the package.**
- Travel and accommodation fees are not included.
- Creative posing guidance and natural direction throughout the session.
- Optional add-ons: film photography, fine-art album, scenic drone coverage.

3. Pre-Wedding / Engagement / Couple Sessions (2 hrs)

- Price: Starting from 25,000 THB.
- A **dedicated photographer** guiding you through a relaxed, romantic, and cinematic session.
- 2 hour Extended session with multiple poses, outfits, and locations.
- Up to 100 high-resolution, artistically retouched images.
- **Pre-shoot consultation** for styling ideas, theme concepts, and location planning.
- Private online gallery for sharing and downloads.

- Optional add-ons: film photography, fine-art album, scenic drone coverage.

4. Wedding Videography Package

Short Story Film (4 Hours)

Price: 40,000 THB.

- Coverage by **one dedicated professional cinematographer** for 4 hours.
- Focus on key moments — vows, emotions, family interactions, and candid scenes.
- Filmed in **crystal-clear 4K resolution** using cinematic lenses, gimbals, and stabilized motion equipment.
- **3–4 minute cinematic highlight film** set to licensed music that reflects your story and emotions.
- Professionally **color graded and edited** to enhance natural tones, lighting, and atmosphere.
- Delivered through a **private online gallery** for streaming and download (HD + mobile versions).
- Perfect for couples who want a short yet heartfelt video that beautifully summarizes the day.
- Optional Add-ons: **Raw footage, Social-media teaser trailer, Drone coverage, Same-day edit.**

Classic Love Film (8 Hours)

Price: 70,000 THB.

- **1 professional cinematographer** providing 8 hours of seamless coverage.
- Filmed in **4K resolution** with multiple camera angles, professional lighting, and cinematic stabilization.
- **5–7 minute cinematic highlight film** featuring emotional storytelling and licensed music.
- **15–25 minute extended documentary edit** featuring vows, speeches, and key moments.
- **Pre-event consultation** to plan filming style, preferred tone, and music selection.
- Professionally **edited and color graded** for a polished, film-like finish.
- Delivered through a **private online gallery** for easy viewing and sharing.
- Optional Add-ons: **Same-day edit video, Social-media teaser trailer, Drone footage package, Raw footage.**

Full-Day Cinematic Story (10 Hours)

Price: 85,000 THB.

- **1 professional videographer** covering 10 hours of your day.
- Shot in **4K resolution** with multiple camera setups, cinematic lenses, and **drone coverage included**.
- **6–8 minute cinematic highlight film** — a visually stunning short film showcasing the emotions and energy of the day.
- **25–40 minute feature-length documentary film** with full ceremony, speeches, and behind-the-scenes moments.
- Professionally **color graded, sound mixed, and edited** for a movie-quality finish.
- Delivered through a **private online gallery** for easy viewing and sharing.
- **Pre-wedding consultation** to plan locations, timeline, and creative direction.
- **Six-month secure backup** of all final files.
- Priority scheduling and express delivery.
- Optional Add-ons: **Same-day edit video, Raw footage, Social-media teaser trailer, Second-day shoot, Additional videographer**.

5. Additional Services / Add-Ons

- Drone shots: starting from 10,000 THB
- Same day edit: starting from 10,000 THB
- Raw Footage: starting from 7,000 THB
- Social Media Teaser: starting from 4,500 THB
- Wedding film / cinematic video: 15,000-35,000 THB (depends on length & editing)
- Fine art albums: starting from 11,000 THB

Competitor Comparison Table

Photographer / Studio	Base Location	Services	Coverage Duration	Price (THB)	Notes / Highlights	
Mamori Studio	Phuket	Weddings, Elopements, Pre-wedding, Couples	4–8 hrs	Full Wedding: 129,000 (8 hrs) Elopement: 64,000 (4 hrs) Pre-wedding:	Fine-art luxury style with full	Mamori Studio

				27,500 Couples: 10,000	planning guide	
Thomas Kart	Koh Samui	Wedding Photo & Video, Drone, Makeup	1–8 hrs	Photo: 1 hr–10,000 / 4 hrs–35,000 / 8 hrs–60,000 Video: 1 hr–15,000 / 4 hrs–35,000 / 8 hrs–60,000 Makeup : Bride 5,500	Offers hybrid packages; focus on luxury island weddings	Thomas Kart
LukFoto	Bangkok	Events, Small Weddings, Pre-wedding	4 hrs	34,000 (4 hrs)	500–1,000 photos per event; standard modern tone	LukFoto
KoroFilms	Thailand	Wedding Photography & Cinematography	4–12 hrs	Photography: 4–5 hrs–20,000 / 7–8 hrs–30,000 / 11–12 hrs–40,000 Cinematography: 4–5 hrs–30,000 / 7–8 hrs–45,000 / 11–12 hrs–60,000 Pre-wedding: 4 hrs–12,000 / 6 hrs–16,000 / 8 hrs–20,000	Known for cinematic storytelling; offers combo packages	KoroFilms

Middle Price = (Lowest competitor price + Highest competitor price) / 2

Tier	Calculation	Middle Price
Full-Day Wedding	(30,000 + 129,000) / 2	≈ 79,500 THB

Half-Day Wedding / Elopement	$(20,000 + 64,000) / 2$	$\approx 42,000$ THB
Pre-Wedding / Engagement / Couple Session	$(10,000 + 34,000) / 2$	$\approx 22,000$ THB
Wedding Videography	$(60,000 + 129,000) / 2$	$\approx 94,500$ THB

Weighted Middle Price Calculation

Full-Day Wedding (8–10 hrs)

Competitor	Package Duration	Price (THB)	Weight (Relevance)	Weighted Value (THB)
Mamori Studio	8 hrs	129,000	0.3	38,700
Thomas Kart	8 hrs	60,000	0.3	18,000
KoroFilms	7–8 hrs	30,000	0.25	7,500
LukFoto	4 hrs (approx half-day)	34,000	0.15	5,100

Weighted Average Price Calculation:

$$\begin{aligned}
 &= (38,700 + 18,000 + 7,500 + 5,100) \div (0.3 + 0.3 + 0.25 + 0.15) \\
 &= 69,300 \div 1.0 = 69,300 \text{ THB}
 \end{aligned}$$

However, since Guy Heart offers premium dual-photographer, cinematic storytelling (closer to Mamori Studio tier), we can apply a +35% value adjustment to reflect full-day luxury positioning in the future.

👉 Future Adjusted Weighted Middle Price $\approx 69,300 \times 1.35 = 93,555$ THB

✓ Weighted Middle Price for now= ~65,000 THB

Half-Day Wedding / Elopement (4–6 hrs)

Competitor	Package Duration	Price (THB)	Weight (Relevance)	Weighted Value (THB)
Mamori Studio	4 hrs (Elopement)	64,000	0.35	22,400
Thomas Kart	4 hrs	35,000	0.3	10,500
LukFoto	4 hrs	34,000	0.2	6,800
KoroFilms	4–5 hrs	20,000	0.15	3,000

Weighted Average Price Calculation:

$$\begin{aligned}
 &= (22,400 + 10,500 + 6,800 + 3,000) \div 1.0 \\
 &= 42,700 \text{ THB}
 \end{aligned}$$

Since Guy Heart provides two photographers, professional editing, and pre-event consultation, can apply a +15% premium quality adjustment in the future.

👉 $42,700 \times 1.15 = 49,105 \text{ THB}$

✓ Weighted Middle Price for now = ~40,000 THB

Pre-Wedding / Engagement / Couple Session

Competitor	Package Duration	Price (THB)	Weight (Relevance)	Weighted Value (THB)
Mamori Studio	Pre-wedding	27,500	0.3	8,250
Thomas Kart	1–4 hrs	10,000 – 35,000 → avg 22,500	0.3	6,750
LukFoto	4 hrs	34,000	0.2	6,800
KoroFilms	4–8 hrs	12,000 – 20,000 → avg 16,000	0.2	3,200

Weighted Average Price Calculation:

$$\begin{aligned}
 &= (8,250 + 6,750 + 6,800 + 3,200) \div 1.0 \\
 &= 25,000 \text{ THB (rounded)}
 \end{aligned}$$

Weighted Middle Price = ~25,000 THB

Guy Heart's price range (10,000–25,000 THB) fits perfectly in this market bracket — offering strong value for quality and styling.

Wedding Videography

Duration	Competitor	Price (THB)	Weight	Weighted Value
4–5 hrs	KoroFilms	30,000	0.5	15,000
4 hrs	Thomas Kart	35,000	0.5	17,500
Weighted Middle (4–5 hrs)	—	—	—	32,500 → Rounded = 30,000 THB
7–8 hrs	KoroFilms	45,000	0.5	22,500
8 hrs	Thomas Kart	60,000	0.5	30,000
Weighted Middle (7–8 hrs)	—	—	—	52,500 → Rounded = 50,000 THB
11–12 hrs	KoroFilms	60,000	0.5	30,000
8–10 hrs	Thomas Kart	60,000	0.5	30,000
Weighted Middle (10–12 hrs)	—	—	—	60,000 → Rounded = 60,000 THB

Summary of Weighted Middle Prices

Package	Weighted Middle Price (THB)	Market Fit

Full-Day Wedding	~65,000	Perfect alignment
Half-Day Wedding / Elopement	~40,000	Market-aligned
Pre-Wedding / Engagement	~10,000-25,000	Ideal flexible pricing
Wedding Videography	(4–5 hrs)~30,000, (7–8 hrs)~50,000, (10–12 hrs)~60,000	Market-aligned

Additional Services / Add-Ons

Add-On	Competitor Price Range (THB)	Weighted Middle Calculation	Suggested Guy Heart Price (THB)	Notes / Reference
Drone Shots	4,000 – 6,000	$(4,000 + 6,000) \div 2 = 5,000$	5,000	Standard per-event drone coverage, same as KoroFilms (base + optional add-on).
Same-Day Edit (Highlight 2–3 mins)	8,000 – 15,000	$(8,000 + 15,000) \div 2 = 11,500$	10,000	Premium editing fee for delivery within event day (mid-tier range).
Raw Footage (All clips unedited)	3,000 – 6,000	$(3,000 + 6,000) \div 2 = 4,500$	4,500	Delivery of full raw files via hard drive/cloud (storage & handling).
Social Media Video Clip (15–30s)	3,000 – 5,000	$(3,000 + 5,000) \div 2 = 4,000$	3,500	Perfect for Instagram reels / trailer (from Mamori Studio and KoroFilms).

Extra Day Coverage	10,000 – 15,000	(10,000 + 15,000) ÷ 2 = 12,500	10,000 / day	For post-wedding shoots, destination coverage, or continuation.
Wedding Film / Cinematic Video	25,000 – 45,000	(25,000 + 45,000) ÷ 2 = 35,000	15000-35,000	For couples booking photography only but adding full video service.
Express Delivery / Priority Edit	2,000 – 4,000	3,000	฿2,500	Average market rush fee
Fine-Art Albums (20–30 pages)	8,000 – 15,000	(8,000 + 15,000) ÷ 2 = 11,500	11,000	Premium linen or leather cover album with print-ready layout.
Makeup / Hair for Bride	5,000 – 8,000	(5,000 + 8,000) ÷ 2 = 6,500	5,000- 8,000 <i>To be confirmed with partnered makeup artist.</i>	Professional artist, standard bridal session rate in Bangkok.
Wedding Dress Rental	8,000 – 15,000	(8,000 + 15,000) ÷ 2 = 11,500	8000-15,000 <i>To be confirmed with partnered wedding dress rental.</i>	Boutique-quality gown, one-day rental (EventBanana benchmark).

Summary of Weighted Middle Price Calculations

Category	Average Weighted Price (THB)
Drone / Cinematic Equipment Add-ons	5,000 – 12,000
Editing Add-ons (Same-day, Teaser, Raw, Express Delivery, Priority Edit)	2,500 – 12,000
Creative / Print Add-ons (Albums, Dress, Makeup)	5,000 – 15,000

