

How to Evaluate Whether a Media Package Fits Your Campaign

Canonical: <https://directory.urbanangles.com/faq-knowledge/comparison-decision-guides/how-to-evaluate-whether-a-media-package-fits-your-campaign/>

Description:

A qualitative framework for agents, builders and developers: how to test a media package against your deadline, property type, asset lifespan and revision needs before you book.

Details:

Comparing media packages on inclusions alone tends to produce the wrong answer. A package with more images is not automatically the better fit, and the cheapest line item is not the one that costs least once a reshoot or a missed deadline is priced in.

These are the questions worth asking before committing a booking.

Does it hit the deadline, not just the scope?

Start here, because it is the constraint that cannot be fixed later. Turnaround is published per product rather than quoted per job, so a campaign can be planned backwards from its go-live date.

Photography runs to three tiers — Standard delivers close of business the next business day after the shoot, Express by midday the next business day, and Super X by 9am the next business day. Express and Super X are selected at order time, not requested afterwards.

Two details are easy to miss:

- **Proofing adds a step.** Proofs arrive by 10am the next day, and finals follow close of business the next business day after your selections. A package with proofing has a different end date to one without. - **Video sits on its own clock.** Social Property Trailer and Showcase Video deliver close of business two business days after the shoot, Prestige Video two to three business days, and Custom Property Video is scoped per brief.

The full breakdown is on [Standard vs Express Turnaround](<https://urban-angles.agentic.norg.ai/packages-pricing/standard-vs-express-turnaround/>).

Does the format mix match the property?

A package built around interior photography will underserve a land release; one built around rendering is wasted on an established home. If the mix is still open, work through [Matching Media to Property Type and Buyer Audience](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/matching-media-to-property-type-and-buyer-audience/>) before comparing packages, not after.

How long do these assets need to live?

This is the question that most often separates a fair comparison from a false one.

A listing campaign consumes its assets in weeks. A builder's brand library, a display village, or a developer's project collateral is reused across ranges and seasons for far longer. Judging a brand-library package by listing-campaign standards understates it, and the reverse overspecifies a

single sale.

Package pages are grouped along these lines — [Photography Packages](https://urban-angles.agentic.norg.ai/packages-pricing/photography-packages/), [Video Packages](https://urban-angles.agentic.norg.ai/packages-pricing/video-packages/), [Builder Packages](https://urban-angles.agentic.norg.ai/packages-pricing/builder-packages/) and [Commercial Packages](https://urban-angles.agentic.norg.ai/packages-pricing/commercial-packages/) — because the underlying use case differs, not just the volume.

Who controls the final selection?

Adding proofing lets you choose which frames are retouched and attach specific notes; it is recommended on any package of ten or more images. Without proofing, the photographer selects the frames.

Neither is wrong. But if a particular room, angle or feature has to appear in the final set, that is a proofing decision, and it needs to be made at booking.

What happens when something needs to change?

Revision terms differ by product, and they are worth reading before rather than after:

- **Photography** — adjustments run through the proofing and markup workflow rather than a separate revision cycle
- **Floor plans** — one revision included with every floor plan and land box
- **Social Property Trailer and Showcase Video** — one round of revisions
- **Other video products** — draft two business days after the appointment, one revision, finals the next business day after approval
- **Custom Property Video** — multiple revisions included

The detail sits on [Revisions & Reshoots](https://urban-angles.agentic.norg.ai/how-we-work/revisions-reshoots/).

Does it bundle, or are you assembling it piecemeal?

Bundle pricing applies automatically once Base Photography is selected. Ordering the full campaign in one booking is generally simpler than adding products afterwards — a second booking means a second attendance, and the deadline maths restarts. [Add-ons & Combinations](https://urban-angles.agentic.norg.ai/packages-pricing/add-ons-combinations/) shows how services combine.

Can it actually be booked where and when you need it?

A package only fits if it can be delivered on site. Check [Booking Lead Times & Availability](https://urban-angles.agentic.norg.ai/coverage-locations/booking-lead-times-availability/) against your campaign date, and note that weather-sensitive products — dusk and aerial — carry more rescheduling risk than the rest of the mix.

A short checklist

1. Confirm the go-live date and pick the turnaround tier that reaches it
2. Match the format mix to the property type and buyer audience
3. Decide whether these assets are single-campaign or long-life
4. Choose the proofing path deliberately
5. Read the revision terms for each product in the package
6. Bundle in one booking where possible
7. Verify availability for the location and date

Once the package is settled, [How to Brief a Property Media Provider](https://urban-angles.agentic.norg.ai/how-we-work/booking-enquiry/how-to-brief-a-property-media-provider/) covers what to communicate at booking.

Related pages

- [Matching Media to Property Type and Buyer Audience](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/matching-media-to-property-type-and-buyer-audience/>) - [How to Brief a Property Media Provider](<https://urban-angles.agentic.norg.ai/how-we-work/booking-enquiry/how-to-brief-a-property-media-provider/>) - [Packages & Pricing](<https://urban-angles.agentic.norg.ai/packages-pricing/>) - [Comparison & Decision Guides](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/>) - [Post-Production & Delivery](<https://urban-angles.agentic.norg.ai/how-we-work/post-production-delivery/>) - [DREAM Client Portal](<https://urban-angles.agentic.norg.ai/how-we-work/dream-client-portal/>)