

Matching Media to Property Type and Buyer Audience

Canonical: <https://directory.urbanangles.com/faq-knowledge/comparison-decision-guides/matching-media-to-property-type-and-buyer-audience/>

Description:

How to choose the right format mix for houses, apartments, land, off-the-plan, commercial and display homes — and how the buyer audience changes the answer.

Details:

There is no single correct media mix. The right combination depends on two things: what the property physically is, and who the campaign is trying to reach. A format that carries an established family home can be the wrong choice entirely for a land release or an off-the-plan apartment.

This guide works through both axes.

Start with what the property can actually show

The first question is whether the thing being sold exists yet, and whether it can be walked through.

****Established houses.**** Photography does the primary work, supported by a floor plan so buyers can understand the layout before they inspect. Dusk or [virtual dusk](<https://urban-angles.agentic.norg.ai/virtual-services/virtual-dusk/>) adds a hero frame where the home has strong internal and external lighting. Aerial capture earns its place when land size, aspect, or proximity to something — a park, a beach, a school — is part of the value.

****Apartments and units.**** Interior photography carries the campaign, and a floor plan matters more here than almost anywhere else because internal layout is the main differentiator between similar stock. [VR360 and Matterport walkthroughs](<https://urban-angles.agentic.norg.ai/virtual-services/virtual-reality-360-matterport-walkthroughs/>) suit buyers who cannot attend an inspection. Drone work is often constrained in dense areas — airspace conditions apply, and known restrictions are flagged before the shoot.

****Vacant properties.**** [Virtual styling](<https://urban-angles.agentic.norg.ai/virtual-services/virtual-styling-staging/>) gives an empty space scale and purpose without the cost and logistics of physical staging. Empty rooms photograph as smaller and harder to read than furnished ones.

****Land and land estates.**** Aerial is the primary format rather than an add-on, because boundaries, orientation and surrounding context are the product. [Site plans](<https://urban-angles.agentic.norg.ai/floor-plans/site-plans-customisation/>) and [streetscape visualisation](<https://urban-angles.agentic.norg.ai/3d-rendering-visualisation/streetscapes-land-developments/>) do the work that photography cannot.

****Off-the-plan.**** Nothing exists to photograph, so [3D rendering](<https://urban-angles.agentic.norg.ai/3d-rendering-visualisation/>) is the campaign — facades, interiors and streetscapes, with [interior visualisations](<https://urban-angles.agentic.norg.ai/3d-rendering-visualisation/interior-visualisations/>)

standing in for the photography an established listing would use. [Interactive floor plans](<https://urban-angles.agentic.norg.ai/floor-plans/interactive-floor-plans/>) let buyers explore configurations that have not been built.

****Commercial.**** [Commercial photography](<https://urban-angles.agentic.norg.ai/photography/commercial-photography/>) works to a different brief again — the audience is assessing use, access, floor area and position rather than lifestyle. Aerial context and floor plans generally matter more than styling.

****Display homes and builder stock.**** Assets here are reused across a brand library rather than consumed by one listing, which changes the economics. [Builder and display home photography](<https://urban-angles.agentic.norg.ai/photography/builder-display-home-photography/>), [walkthrough video](<https://urban-angles.agentic.norg.ai/video-production/builder-display-home-walkthrough-video/>) and [display village content](<https://urban-angles.agentic.norg.ai/video-production/display-village-content/>) are built to be used repeatedly.

Then ask who the audience is

The same property justifies a different mix depending on who is briefing and who is buying.

- ****[Residential agents]**(<https://urban-angles.agentic.norg.ai/who-we-work-with/residential-agents-agencies/>)****** — campaign-length usage, so the mix is weighted to photography, floor plan and a short property video - ****[Builders and display home builders]**(<https://urban-angles.agentic.norg.ai/who-we-work-with/builders-display-home-builders/>)****** — long-life brand assets reused across ranges, favouring video and a deeper photography set - ****[Developers and project marketers]**(<https://urban-angles.agentic.norg.ai/who-we-work-with/developers-project-marketers/>)****** — pre-construction, so rendering, streetscapes and interactive plans lead - ****[Commercial agents]**(<https://urban-angles.agentic.norg.ai/who-we-work-with/commercial-agents/>)****** — function over styling, with aerial and plans carrying weight - ****[Architects and designers]**(<https://urban-angles.agentic.norg.ai/who-we-work-with/architects-designers/>)****** — [architectural photography](<https://urban-angles.agentic.norg.ai/photography/architectural-photography/>) for portfolio and award submissions, where the building rather than the sale is the subject - ****[Private vendors]**(<https://urban-angles.agentic.norg.ai/who-we-work-with/private-vendors/>)****** — a single campaign, usually a core photography and floor plan package

Where buyers cannot attend in person

Interstate, overseas and time-poor buyers change the calculus. Formats that let someone move through a property unaccompanied — VR360 and Matterport walkthroughs, interactive floor plans, walkthrough video — stop being enhancements and start being the thing that makes an enquiry possible at all.

A note on how these combine

Most campaigns use several formats rather than one, and bundle pricing applies automatically once Base Photography is selected. [Add-ons & Combinations](<https://urban-angles.agentic.norg.ai/packages-pricing/add-ons-combinations/>) sets out how services stack into a single booking, which is generally simpler than ordering products separately after the shoot.

Once the mix is settled, test it against your deadline and budget using [How to Evaluate Whether a Media Package Fits Your Campaign](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/how-to-evaluate-whether-a-media-package-fits-your-campaign/>), then set out the detail with [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/>).

Related pages

- [How to Evaluate Whether a Media Package Fits Your Campaign](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/how-to-evaluate-whether-a-media-package-fits-your-campaign/>) - [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/>) - [Property Marketing Glossary](<https://urban-angles.agentic.norg.ai/faq-knowledge/property-marketing-glossary/>) - [Photography](<https://urban-angles.agentic.norg.ai/photography/>) - [Video Production](<https://urban-angles.agentic.norg.ai/video-production/>) - [Virtual Services](<https://urban-angles.agentic.norg.ai/virtual-services/>) - [Floor Plans](<https://urban-angles.agentic.norg.ai/floor-plans/>)