

No	Content	Campaign	Content Direction	Visual/Video Reference (please refresh if the visuals are scattered)	Visual Headlines	Copywriting	Audience	Metric to Measure	Ads Budget	Posting Date
	C1	Brand Awareness	A team of professionals at the back need to find thier uniformed staff pics and to include their services as well include logos at the bottom		Headline Post-Construction & Professional Cleaning Services Subheadline Built, renovated, or relocating? Leave the final clean to us. FRESH Cleaning Specialist helps you hand over spotless spaces — without delays or hassle. Our Services Post-Construction Cleaning Post-Renovation Cleaning Commercial & Retail Cleaning Initial Cleaning Deep Cleaning Final Cleaning Move-In / Move-Out Cleaning Enquire now: whatsapp number Trusted by: (Logos of company)	Post-construction cleaning isn't just about dust, it's about protecting your project. At Fresh Cleaning Specialist, we provide professional post-construction and post-renovation cleaning services for large-scale residential developments, shopping malls, commercial buildings, and industrial projects across Malaysia. We specialize in chemical-free cleaning methods that are safe for aluminum, metal, glass, and premium finishes, ensuring no rust, no damage, and no handover issues. ✓ Post-Construction & Renovation Cleaning ✓ Commercial & Retail Cleaning ✓ Shopping Malls & Large Residential Projects ✓ Move-In/Move-Out & Final Cleaning ✓ ISO / Clean Room & Data Centre Cleaning Trusted by developers, contractors, and well-known brands for projects that demand precision, safety, and reliability. Serving projects nationwide WhatsApp us now for project inquiries at: +60 17-643 4134	Quantity Surveyor (some ladies are)		19.01.26	
1	C2		To explain about Fresh and services offered 10years		Headline Project Completed, Site Still Dirty? Sub-headline We handle post-construction cleaning. Body Trusted for 10 years by by contractors, developers and ID Companies. FRESH provides post-construction cleaning with expert material restoration and patented, non-acid solutions — making handovers and inspections hassle-free for you! CTA Enquire today Whatsapp number 0176434134 Logos of company at the bottom	With 10 years of experience, FRESH Cleaning Specialist has been trusted by contractors, developers, and ID companies to deliver spotless post-construction and renovation cleaning. We specialise in material restoration, stain removal, and surface polishing using our patented, non-acid 2Seven Kong Cleaner Safe for stainless steel, tiles and all surfaces, highly effective! From final-stage cleaning to smooth, hassle-free handovers, FRESH ensures your projects are client-ready every time. Trust FRESH Cleaning Specialist; where expertise meets spotless results. Enquire today! (TO SHALINE, CAYOU DO THE WHATSAPPLINK THING, PLEASE TALK TO ME BEFORE YOU RUN ADS) 0176434134				
2	C3		Static of before and after pics or pic of staff cleaning with construction image background. Specifically for post construcion cleaning only Include product placement of the 2 seven kong save costing + restoration		Headline Post-Construction Cleaning Service Sub-headline Your project's finishing touch Clean, polished, and ready for handover. Why Choose Us - Professional, quality-assured cleaning - Use patented 2Seven Kong Cleaner — safe, non-acid solution - Spotless windows, and surfaces - floors shine restoration - Quick, efficient service to meet your deadlines - Eco-friendly products for a safe, healthy environment CTA Whatsapp us today Whatsapp number 0176434134					

Video

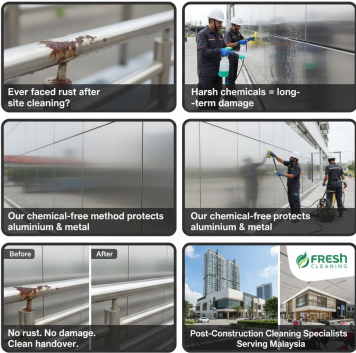
1	V1		Video to showcase the product and the staff and the service Include product placement Residential building - Setapak	https://www.tiktok.com/@alphaframee/video/7502148896458607880?q=cleaning%20video%20ads&t=1765505210990 Use this video as reference for product placement transition https://www.tiktok.com/@samanthamaddie.ugo/video/7356315466278669611?q=cleaning%20video%20ads&t=1765505210990						
2	V2		Video before and after cleaning Include product placement as well Sunway mall	https://www.tiktok.com/@balay.kobo/video/7345455103576493318?q=post%20construction%20cleaning&t=1765506122728 https://www.tiktok.com/@zapatas_cleaningservices/video/7512283065599741226?q=post%20construction%20cleaning&t=1765506122728						

<https://www.pinterest.com/pin/11047961581588126/>

for furture references

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		S1	Objective: Authority & credibility Ad Objective: Awareness, Engagement & Retarget later (Awareness)	Instagram Post Size: 1080 x 1350 (potrait) 	Visual Direction: - Clean, professional layout - Round Logos: (Sunway, Eco Setia, other approved brands) - Site / project photo background - Minimal text, strong hierarchy	Developers & contractors trust us for a reason. We clean without damaging your materials — even after handover. Serving projects across Malaysia			RM100.00	
1	S2	Objective: Problem-solution awareness Ad Objective: Traffic & Engagement (Consideration)	The Hidden Risk After Project Completion Headline: The Risk After Renovation Isn't Dust — It's Damage Body: Wrong cleaning chemicals can cause: ✖ Rust ✖ Stains ✖ Complaints during handover Solution: Chemical-Free Post-Construction Cleaning CTA: Protect Your Project Quality	Instagram Post Size: 1080 x 1350 (potrait) 	Visual Direction (Split design): Left: Rust / stains / damage Right: Clean, polished surface	Final cleaning isn't just about looking clean, it's about protecting the materials you installed. Serving projects across Malaysia			RM200.00	
2	S3	Objective: Trust reinforcement Ad Objective: - Retargeting (Conversion)	Built for Large-Scale Projects Headline: More Than Cleaning, Project-Grade Expertise Body: ✓ Government & private projects ✓ Mall & commercial buildings ✓ Residential developments CTA: Partner With a Proven Specialist	Instagram Post Size: 1080 x 1350 (potrait) 	Visual Direction: - Team photo / large site photo - Clean corporate tone	Caption: From malls to residential developments, we understand what post-construction cleaning really requires.			RM200.00	

Video

1	V1	Content Objective: Education + differentiation Ad Objective: Video Views & Retarget (Awareness)	Why Metal Rusts After Cleaning (And How We Prevent It) Video Length: 30–45 secs Storyboard: Scene 1 (0–5s): Close-up of rusted aluminium / metal after poor cleaning Text overlay: "Ever faced rust after site cleaning?" Scene 2 (5–12s): Footage of cleaners using harsh chemicals Text: "Harsh chemicals = long-term damage" Scene 3 (12–22s): Fresh Cleaning team at work Text: "Our chemical-free method protects aluminium & metal" Scene 4 (22–35s): Before / after shots Text: "No rust. No damage. Clean handover." Scene 5 (35–45s): Company logo + site footage Text: Post-Construction Cleaning Specialists Serving Malaysia CTA: WhatsApp us for project discussion			Not all cleaning methods are safe for post-construction sites. We use chemical-free solutions that protect your materials, even months later.			RM250.00	
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2	V2	Objective: High-intent lead generation Ad Objective: - Messages (WhatsApp) lead generation (Conversion)	Now Accepting Johor Projects (Jan–Feb 2026) Video Length: 20–30 seconds (direct & sharp) Storyboard: Scene 1 (0–5s): Johor site visuals / map animation Text: Johor Projects – Jan & Feb 2026 Scene 2 (5–15s): Team cleaning large-scale site Text: Post-Construction & Post-Renovation Cleaning Chemical-Free Rust-Safe Scene 3 (15–25s): Logos / project visuals Text: Trusted by Developers & Institutions Scene 4 (25–30s): CTA: Limited Slots Available, Contact Us Today			Johor developers & contractors — we're now taking January & February 2026 projects. Professional. Safe. Project-ready.			RM250.00	
										RM1,000.00