

Case Study: Eastern Pro Clean – Residential & Childcare Cleaning Campaign

Project Title: Safe, Toxin-Free Cleaning Service Promotional Campaign

Client Overview:

Eastern Pro Clean is an Australia-based professional cleaning company specializing in residential and childcare cleaning services. The brand focuses on safe, eco-friendly, and allergy-conscious cleaning solutions designed for healthier living and learning environments.

Objective:

- Promote residential and childcare cleaning services through visually engaging marketing materials.
- Emphasize toxin-free, allergy-safe, and hospital-grade cleaning practices.
- Build trust by highlighting safety, transparency, and compliance-focused cleaning standards.
- Encourage direct customer inquiries through accessible contact channels.

Target Audience:

- Families with children and pets seeking safer home cleaning solutions.
- Childcare centers prioritizing hygiene, compliance, and child-safe sanitization.
- Busy households looking for reliable and health-conscious cleaning services.
- Educational institutions requiring deep sanitation and outbreak-response cleaning.

My Role:

I was responsible for developing the marketing copy and content structure for the promotional materials. The messaging strategy focused on balancing

professionalism with reassurance, helping communicate safety, cleanliness, and trust while maintaining a visually clear and conversion-focused layout.

Key Message Strategy:

The campaign strategy centered around “Safe Spaces & Health-Focused Cleaning.” The copy highlighted eco-friendly products, transparency, rapid sanitation response, and specialized cleaning processes tailored for homes and childcare environments. The content was intentionally concise, benefit-driven, and visually scannable to improve audience engagement.

Writing & Design Strengths Demonstrated:

- **Trust-Based Messaging:** Reinforcing safety, compliance, and reliability through clear service benefits.
- **Audience-Centered Copywriting:** Tailoring messaging toward parents, homeowners, and childcare providers.
- **Visual Content Structuring:** Supporting easy readability with bold headlines, concise service points, and strong CTAs.
- **Conversion-Focused Communication:** Prioritizing reassurance and immediate contact accessibility.
- **Brand Consistency:** Maintaining a clean, modern, and professional tone across all promotional materials.

Attachments:

Residential Cleaning Promotional Flyer

Childcare Cleaning Awareness Flyer

Integrated Residential Cleaning Campaign Design

Note on Cross-Channel Consistency:

“While these samples were created as promotional flyer campaigns, the messaging framework and brand tone were designed to align seamlessly with Eastern Pro Clean’s broader digital marketing strategy, including social media content, website copy, and local advertising campaigns.”

RESIDENTIAL CLEANING

Trusted home cleaning with certified, allergy-safe products



EPC
EASTERN PRO CLEAN

Fear of toxic/harsh chemicals around kids and pets, lack of trust/accountability with cleaners, and generic cleaning that ignores specific household allergies.

- ✔ **Toxin-Free:** 100% plant-based, asthma & allergy-safe products
- ✔ **Total Transparency:** “Before & After” photo reports after every clean
- ✔ **Tailored to You:** Personalised profiles to track pet/fragrance allergies
- ✔ **Guaranteed Quality:** Free return within 24 hours if not satisfied
- ✔ **Deep Sanitation:** Kitchen, bathroom & high-touch surface disinfection

**ENJOY A TOXIN-FREE, HEALTHIER HOME.
BOOK YOUR DOMESTIC
CLEANING TODAY!**

www.easternproclean.com.au 1300 361 621 info@easternproclean.com.au



Contact us to Create a safer space for little learners today.

EPC
EASTERN PRO CLEAN

Protecting vulnerable immune systems requires more than standard surface wiping. We tackle illness outbreaks with rapid-response deep cleaning and provide branded compliance checklists to ensure you breeze through your ACECQA inspections.

- **Strict Compliance:** ACECQA & NQS Area 2 aligned protocols
- **Rapid Response:** Same-day priority deep-cleaning for gastro/flu outbreaks
- **Hospital-Grade:** 30-second viral kill time using bleach-free, food-safe sanitiser
- **Dedicated Sanitisation:** Routine rotation for toys, mats, and soft furnishings
- **Total Safety:** Full Product Safety Data Sheets (SDS) provided to directors

Child are leaning



Safe Spaces for Growing Minds

www.easternproclean.com.au 1300 361 621 info@easternproclean.com.au

Residential Cleaning

Enjoy a fresher,
healthier home



Fear of toxic/harsh chemicals around kids and pets, lack of trust/accountability with cleaners, and generic cleaning that ignores specific household allergies.

- **Toxin Free:** 100% plant-based, asthma & allergy safe products
- **Total Transparency:** "Before & After" photo reports after every clean
- **Tailored to You:** Personalised profiles to track pet/fragrance allergies
- **Guaranteed Quality:** Free return within 24 hours if not satisfied
- **Deep Sanitation:** Kitchen, bathroom & high-touch surface disinfection



www.easternproclean.com.au
info@easternproclean.com.au

1300 361 621

Book our cleaning
service today!