



Welcome to Solara

First off, congratulations. If you are reading this, it means we believe your profile aligns with our brand mission. We would like to send you our products because we think our products are awesome and you're the right (awesome) person to share this with 😊

Solara Covers are designed for car lovers who care about quality. Whether your community is into detailing, road trips, off-roading, or just keeping their ride looking perfect — this product speaks to them. And you get to be the one who introduces it.

This brief will walk you through exactly what we're looking for, how to maximize your post's impact, and how to actually earn money from the content you create. Let's get into it.

Content Criteria

We want content that feels real, cinematic, and inspiring — not an ad. Here's what a great Solara video looks like:

Format

- Vertical / portrait format (9:16) — optimized for Instagram Reels, TikTok & YouTube Shorts

- Ideal length: 30–90 seconds. If you want to tell a deeper story, feel free to go longer!
- High-quality footage — good lighting makes a huge difference

Must-Have Shots

1. Installation footage — show the cover going on. Keep it smooth, satisfying, and clear.
2. Before & after — reveal the transformation. Nothing beats a clean before/after cut.
3. Detail shots — showcase the texture, fit, stitching, and quality of the cover up close.
4. B-roll of your vehicle — wide shots, beauty angles, movement shots of the car.
5. Nature or lifestyle shots — this is what elevates the video. A mountain backdrop, a golden hour road, a quiet parking garage — anything that adds mood and atmosphere.

Tone & Feel

- Authentic — be yourself. Your audience trusts you, and that's worth everything.
- Cinematic — take your time with angles and transitions. Slow-motion detail shots always perform well.
- Clean & minimal — let the product speak. Less talking, more showing.
- Do **NOT** use copyrighted music inside Instagram; otherwise Meta won't allow you to invite us as collaborators. Feel free to send it over to us without music, our editing team will add the music for you.

Super Tip: By steam-ironing the covers first, your seat covers will look even more amazing, wrinkle-free!

How to Post for Maximum Reach

This is where it gets exciting — and where you benefit the most.

Don't just tag us. Add us as a Collaborator.

On Instagram and TikTok, when you publish your video, invite @solara_covers as a collaborator on the post (not just a tag). This turns it into a partner post — it shows up on BOTH of our accounts at the same time, so double the views!

Why this matters for you:

- Once your content is live on our page, we run paid ads to drive traffic to it.
- Those ads reach thousands of people — people who will see your content.
- A significant portion of those viewers will visit your profile and follow you.
- This is real, organic follower growth — powered by our ad spend, at zero cost to you.

We invest in the content we believe in. When your video performs well, we put budget behind it — and that directly grows your audience.

Optional: Turn Your Content Into Income

Here's the part most brands don't offer: every sale your content drives can earn you a 10% commission.

Join the Solara Affiliate Program

Once you're registered, you'll receive a personal affiliate link to include in your bio or video description. Every time someone clicks your link and buys — you earn 10% commission on each sale.

[Register here → solaracovers.bixgrow.com/register](https://solaracovers.bixgrow.com/register)

How it works:

6. Sign up at the affiliate link above — it takes 2 minutes.
7. Get your unique tracking link or discount code from your dashboard.
8. Drop it in your bio as a Linktree option and keep it there.
9. People will naturally visit your link in bio when they see a product they like.
10. Every sale traced back to you earns you 10% commission — automatically.
11. Once you wish to get a payout, just log in to your dashboard and request it.

Not to forget, your link/code gives your followers an extra 15% discount on our store, helping them save money.

Sending Over Your Raw Files

We'd love to have access to your raw footage so we can potentially use it in our own content, ads, and social posts — this will also help you gain more reach and followers.

What to send:

- All raw video clips (unedited) in their original quality
- Any photo stills you captured
- Your final edited video file

How to send:

Upload everything to a Google Drive folder or send it to info@solaracovers.com true WeTransfer: <https://wettransfer.com/> Or upload it in your [Solara Portal](#).

Your Creator Checklist

Before you hit publish, run through this:

- ✓ Vertical format (9:16)
- ✓ Installation footage included
- ✓ Before & after reveal
- ✓ Detail close-up shots
- ✓ B-roll of vehicle + lifestyle / nature shots
- ✓ Video is 30–90 seconds (or longer if storytelling)
- ✓ Added @solara_covers as collaborator on the post
- ✓ Raw files uploaded to [your portal](#)

This Is Just the Beginning

Solara Covers is growing — and we're not stopping at seat covers.

Right now, behind the scenes, we're developing an entirely new range of premium lifestyle products. We're talking quality-first — the same standard you see in the covers, applied to things people actually use every day.

Coming Soon from Solara

- **Steeringwheel covers** — crafted with the same attention to detail and material quality
- **The Road Journal** — a journal for the wanderer to document your favourite trips, the routes, the detours, and everything worth remembering.
- **Outdoor gear** — a growing range built to give you the best time out there, whatever the trip looks like

Great content = first in line.

When we launch each new product, we won't be starting from scratch. We'll be going back to the creators who delivered — the ones who put in the effort, made something we were proud to run ads on, and treated the partnership seriously.

If your video is great, you won't just be a one-time partner. You'll be someone we come back to — with new products, new briefs, and new opportunities to grow together. This is how we build long-term creator relationships, and we're excited about where this goes.

So think of this video not just as a one-off collab, but as your audition for an ongoing partnership with a brand that's actively expanding.

Let's Create Something Great

You have creative freedom here — we trust your eye and your style. The brief above is a guide, not a cage. If you have an idea that goes beyond these points and you think it'll be amazing, go for it.

We're building a community of creators who love roaming freely and have character. You're part of that now.

If you have any questions at all, don't hesitate to reach out. We're always happy to help, give feedback on concepts, or chat through ideas before you film.

Thank you again — we genuinely can't wait to see what you create.

— The Solara Covers Team

solaracovers.com

This brief is intended for creators in the Solara Covers partner program.