



I  my  TOP job

**Now you are a Top Company!**

Share with us, through a video, the joy of being part of the  
Top Companies Ranking 2023

**Have fun and be as creative as you want!**

On the occasion of the Top Companies Ranking 2023 publication, the magazine *Expansión* and TOP Companies convene all organizations that had been ranked, to optionally participate in the sixth video contest to show the pride of being a 2023 Top Company.

#### **IMPORTANT**

The video contest is not part of the *Top Companies* selection process; so being part of this contest does not interfere in the Top Companies Ranking 2023 selection published by the magazine *Expansión*.

## DYNAMICS

Those Top Companies willing to participate must send *TOP Companies* a video in which the excitement and pride of all of its workers is perceived. It also has to show a bit of the Organizational Culture they experience on a daily basis; this can be either through a choreography or just a fun activity where connection among teams can be seen.

**ALL SOCIAL MEDIA SPREADING MUST HAVE THE HASHTAG #ILovemyTOPjob**

### What is the goal of this contest?

To show the excitement and pride of being and belong to a Top Company 2023.

### Who is this contest addressed to?

To companies that participated in the Top Companies Ranking 2023, published in the *Expansión* magazine, back on May, 2023.

## REGISTRATION

1. Please read carefully the contest rules, as well the acceptance and rights assignment agreement, and download the PDF attached here or in the TOP Companies website: [www.thetopcompanies.com](http://www.thetopcompanies.com)
2. Complete the registration form that is at the end; this must have the authorizing signature of either the Human Resources Director or General Director. Scan or digitalize it and e-mail it to: [comunicacion@thetopcompanies.com](mailto:comunicacion@thetopcompanies.com) from **Monday, May 1° to Friday May 26, 2023.**
3. The companies we do consider as registered will only be the ones that get a **mail** from *Top Companies*, confirming we have received the rules signed.
4. Convening **closes on May, 26, 2023.**

## TECHNICAL SPECIFICATIONS:

- Video must be of **minimum 1 minute and maximum 3 minutes long.**
- Format must be **.mov** with a minimum resolution from **1080p to 29fps (frames per second).**
- It may be recorded with any device, mobile or professional.
- All material must have a watermark with the logo of **TOP Companies and Súper Empresas** that will be sent by us.

## DELIVERY

The submission of the material (video) must be sent by email to [comunicacion@thetopcompanies.com](mailto:comunicacion@thetopcompanies.com), either as an attached file or sent by We Transfer from Monday, May 29 to Friday, June 30, 2023.

## PUBLICATION

The registered videos will be published on **Monday, July 17, 2023**, after 12:00 pm on TOP Companies YouTube, on the next link:

<https://www.youtube.com/channel/UC7qrXZJ1mt4lKqs81UccU4g>

## VOTING

Voting will be public and will be shared on social media.

STARTS ON: **Monday, July 1, 2023**

ENDS ON: **Friday, August 4, 2023**

**YouTube Channel (20%)**: complete replays on YouTube.

**Social media (5%)**: *Likes and shares* on Facebook, *likes and retweets* on Twitter and *likes* on Instagram.

## ASSESSMENT CRITERIA

### MEDIA

### VALUE

TOP Companies Scoring

**75%**

*Creativity* 20%

*Originality* 20%

*Complexity* 10%

*Level of participation* 10%

*Enthusiasm* 5%

*Emotivism* 5%

*Guidelines compliance* 5%

TOP Companies YouTube reproductions

**20%**

Likes TOP Companies social media

**5%**

**100%**

## SELECTION

The **15 finalists** will be elected based on the assessment criteria, and the results will be published on social media, on **Monday, August 21, 2023**.

## AWARDING OF PRIZES

To the 9 winners:

- They will be granted with the **ILovemyTOPjob** 2023 recognition.
- Publication and spreading in TOP Companies all social media.
- Video publishing on TOP Companies page.

## GENERAL RULES

**(In case you do not comply with any of the following rules, TOP Companies reserves the right of disqualifying the company from the video contest)**

**IMPORTANT: The institutional videos that were not created for this sixth contest will not be taken into account.**

- Each company can register only one (1) video .
- The company will not be allowed to do any kind of material spreading before TOP Companies does the launch of their video .
- The company shall not upload the video to internet before TOP Companies publishes the 15 finalists.
- The length of each video must have a maximum length of 3 minutes.
- The music in the video must be completely copyright free in order to be diffused on social media.
- The video must not include material that violates or affects third parties rights (copyright, patents, trademarks, commercial confidentiality and intellectual property).
- The company must have a written authorization from all the people appearing in the video so that, if required, it is sent to TOP Companies.
- Stock or internet video fragments must not be used.
- The content of the video must be within the ethical context and values of each company.

## DATES

Registration via e-mail

**From Monday, May 1<sup>o</sup> to Friday, May 26, 2023**

Customers' delivery of video

**From Monday, May 29 to Friday, June 30, 2023**

Videos Publishing on TC YouTube

**Monday, July 17, 2023**

General voting

**From Monday, July 17 to Friday, August 4, 2023**

Publishing of the 15 finalists

**Monday, August 21, 2023**

Awarding of prizes

**(To confirm venue)**



## ACCEPTANCE AND ASSIGNMENT OF RIGHTS

I \_\_\_\_\_  
as representative of the company: \_\_\_\_\_

I grant TOP Companies and Expansión magazine all rights and licenses for NON-EXCLUSIVE publication and dissemination of the video participating in the Sixth #ILovemyTOPjob Video Contest without royalty rights to use, transmit and publish it in all its media.

I am aware that TOP Companies and Expansión magazine will use it in electronic media, social networks and website.

All participants and people who appear in the video understand and accept that they will be published by TOP Companies and Expansión magazine.

We are aware that TOP Companies and Expansión magazine do not have any obligation, but they do have the right to publish the video or any other material in all their media.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Post: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_