



I  my  TOPjob

Now you are a Top Company!

Share with us, through a video, the joy of being part of the
Top Companies Ranking 2024

Have fun and be as creative as you want!

On the occasion of the Top Companies Ranking 2024 publication, the magazine *Expansión* and TOP Companies convene all organizations that had been ranked, to optionally participate in the seventh video contest to show the pride of being a 2024 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 2024 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. **Institutional or induction videos will not be accepted. If you send any video of this type, compliance with the guidelines will be penalized.**

What is the goal of this contest?

To show the excitement and pride of being and belong to a Top Company 2024.

Who is this contest addressed to?

To companies that participated in the Top Companies Ranking 2024, published in the *Expansión* magazine, back on May, 2024.

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.topcompaniesmexico.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 from **Wednesday, 1° to Friday, May 31, 2024.**
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, 31, 2024.**

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 comunicacin@thetopcompanies.com, either as an attached file or sent by Wetransfer from **Monday, 3 to Friday, June28, 2024.**

PUBLICATION

The registered videos will be published on **Monday, July 15, 2024**, after 12:00 pm on TOP Companies YouTube, on the next link:

<https://www.youtube.com/channel/UC7qrXZJ1mt4IKqs81UccU4g/featured>

VOTING

The vote will be public and disseminate on social networks, starting on **Monday, July 15 to Frida, August 2, 2024**

YouTube channel (15%): Complete views on YouTube and Likes

Social media (15%): Likes and shares on **Facebook** on **Instagram** likes this year we let Twitter go and welcome TikTok for likes, shares and views

ASSESSMENT CRITERIA

MEDIA	VALUE
TOP Companies Scoring	70%
<i>Creativity</i>	30%
<i>Level of participation</i>	10%
<i>Enthusiasm</i>	10%
<i>Emotivism</i>	10%
<i>Guidelines compliance</i>	10%
TOP Companies YouTube reproductions	15%
Likes TOP Companies social media	15%
	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 19, 2024**.

PUBLICATION OF FINALISTS' PLACES

To the 15 winners:

- They will be awarded a **ILovemyTOPjob** 2024 recognition in the form of a clapperboard
- They will publish and disseminate on the social networks of TOP Companies
 - Facebook:** @TOP Companies
 - LinkedIn:** @TOP Companies México
 - Instagram:** @thetopcompanies
 - TikTok:** @thetopcompanies
- The videos will be published on the 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 seventh 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 Wednesday, 1^o to Friday, May 31, 2024
Customers´ delivery of video	From Monday, 3 to Friday, June 28, 2024
Videos Publishing on TC YouTube	Monday, July 15, 2024
General voting	From Monday, July 15 to Friday, August 2, 2024
Publishing of the 15 finalists	Monday, August 19, 2024



ACCEPTACE 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 dissemination of the video participating in the **Seventh #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 wil 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: _____