



**Now you are a Top Company!**

Share with us, through a video, the joy of being part of the  
Top Companies Ranking 2025

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

On the occasion of the Top Companies Ranking 2025 publication, the magazine *Expansión* and TOP Companies convene all organizations that had been ranked, to optionally participate in the Eighth video contest to show the pride of being a 2025 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 2025 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 this type of material is received, a penalty will be applied for non-compliance with the guidelines.**



## What is the goal of this contest?

To show the excitement and pride of being and belong to a Top Company 2025.

## 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](http://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](mailto:comunicacion@thetopcompanies.com) from **Thursday, 1° to Friday, May 30, 2025.**
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, 30, 2025.**

## 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.

## NEW INITIATIVE

A **10-second vertical video (1080x1920 px)** must be created inviting the community to vote for their **participation in the video** contest. The video **preview** must include the logos of the **Eighth Video** Contest, the **COMPANY**, and **ILoveMyTOPjob**. Additionally, the social media icons for the following social media platforms must be included: **YouTube, Facebook, LinkedIn, Instagram, and TikTok.**

## DELIVERY

The submission of the material (video) must be sent by email to [comunicacin@thetopcompanies.com](mailto:comunicacin@thetopcompanies.com), either as an attached file or sent by WeTransfer from **Monday, June 2 to Monday, June 30, 2025**

## PUBLICATION

The registered videos will be published on **Monday, July 14, 2025**, after 12:00 pm on TOP Companies YouTube, on the next link:

<https://www.youtube.com/channel/UC7qrXZJ1mt4lKqs8lUccU4g/featured>

## VOTING

The vote will be public and disseminate on social networks, starting on **Monday, July 14 to Frida, August 1º, 2025**

**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

## VALUE

1.- Rating by TOP Companies

**70%**

**Creativity** **30%**

**Focus** **20%**

**Enthusiasm** **10%**

**Emotivism** **5%**

**Guidelines compliance** **5%**

2.- Top YouTube Views and Likes

**15%**

3.- Likes, shares, and views on TOP's social networks

**15%**

**100%**

## THE CRITERIA WE WILL EVALUATE ARE THE FOLLOWING:

- **Creativity:** Fun, creative, and original ideas (choreography, dynamic mentions of the pride of being a Super Company)
- **Focus:** The video must reflect the pride and celebration of being a Super Company; **avoid institutional or induction videos.** **Note:** *If the video submitted for the contest is identified as institutional or induction, this corresponding 20% will not be taken into account.*
- **Enthusiasm:** Enthusiasm and energy of the people appearing in the video.
- **Emotionality:** Emotional charge of the message conveyed.
- **Compliance with guidelines:**
  - Submission date
  - Video formats
  - Branding

## SELECTION

The **15 finalists** will be elected based on the assessment criteria, and the results will be published on social media, on **Monday, August 18, 2025.**

## PUBLICATION OF FINALISTS' PLACES

### To the 15 winners:

- They will be awarded a **ILovemyTOPjob** 2025 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 Eighth 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	<b>From Thursday, May 1° to Friday, May 30th, 2025</b>
Customers' delivery of video	<b>From Monday, June 2 to Monday, June 30, 2025</b>
Videos Publishing on TC YouTube	<b>Monday, July 14, 2025</b>
General voting	<b>From Monday, July 14 to Friday, August 1°, 2025</b>
Publishing of the 15 finalists	<b>Monday, August 18, 2025</b>



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 **Eighth #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: \_\_\_\_\_

