

# 9<sup>o</sup> concurso de video 2026



SÚPER  
EMPRESAS  
EXPANSIÓN  
2026  
TOP  
companies

## I myTOPjob

**Now you are a TOP Company!**

Share with us, through a video, the joy of being part of the  
Súper Empresas Ranking 2026

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

### BASES

On the occasion of the Top Companies Ranking 2026 publication, the magazine *Expansión* and TOP Companies convene all organizations that had been ranked, to optionally participate in the ninth video contest to show the pride of being a 2025 Top Company.

#### HOW TO PARTICIPATE?

Send us a video that conveys the excitement and pride of being a Súper Empresa, featuring your employees and showing us how they experience the Organizational Culture every day. It can be a choreographed dance or simply a fun activity that highlights the connection between teams.

#### REGISTRATION

1. Go to [www.topcompaniesmexico.com](http://www.topcompaniesmexico.com),
2. Carefully read the terms and conditions and the acceptance and rights assignment form.

Fill out the registration form at the end, make sure it is duly signed by the Human Resources Director, General Director, Marketing Director or Communications Director and send it digitally by email to [comunicacion@thetopcompanies.com.mx](mailto:comunicacion@thetopcompanies.com.mx) **from Monday, May 11 to Friday, June 12, 2026.**

3. You will receive a confirmation email from TOP Companies and that's it, you're registered! If you don't receive this email, you can request it from the same address to ensure your entry into the competition.

## CREATE YOUR VIDEO!

- 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 can be recorded with any device (mobile or professional).
- All materials must include a watermark with the Súper Empresas, **TOP Companies and IlovemyTOPjob** logos, which we will send you in the confirmation email.
- The music you use in your video must be royalty-free and must not include material that violates or affects the rights of third parties (copyright, patents, trademarks, etc.), nor stock or internet material.

## GET YOUR COMMUNITY TO VOTE FOR YOUR VIDEO!

Create a **10-second vertical** video to invite your social media community to vote for your entry in the **video contest**. Make sure it includes your **company** logo and the **IloveMyTOPjob** logo. Upload it to TikTok, tag us, and include the icons for the social media platforms where your followers can vote: **YouTube, Facebook, Instagram, and TikTok**.

## SEND US YOUR VIDEO!

**You must send both videos only to the email address of [comunicacion@thetopcompanies.com.mx](mailto:comunicacion@thetopcompanies.com.mx), either as an attachment or via WeTransfer, during the period from Monday, June 15th to Friday, July 17th, 2026**

## ASSESSMENT CRITERIA

1.- Rating by TOP Companies	<b>70%</b>
<b>Creativity</b>	<b>30%</b>
<b>Focus</b>	<b>20%</b>
<b>Enthusiasm</b>	<b>10%</b>
<b>Emotivism</b>	<b>5%</b>
<b>Guidelines compliance</b>	<b>5%</b>
2.- TOP <b>YouTube</b> views and likes	<b>15%</b>
3.- Likes, shares, and views on TOP´s social networks	<b>15%</b>
	<b>100%</b>

## FINALISTS AND WINNERS

The **15 finalists** will be announced on **September 14, 2026** on TOP Companies' social media channels.

- They will be awarded an **ILovemyTOPjob** 2026 recognition in the form of a clapperboard.
- Publicarán y difundirán en las redes sociales de TOP Companies y en el sitio web oficial.

## WHAT IS NOT ALLOWED?

**Note: If you violate any of these rules, you may be disqualified.**

1. Institutional videos that were **NOT** created for the Ninth Contest will not be taken into account.
2. Only one (1) video can be registered per company
3. The company may not disseminate the material in any way before its video is published by TOP Companies.
4. **The use of paid advertising or digital promotion to boost the video published** on the TOP Companies account is not permitted, nor is uploading the video to the internet before the publication of the **15 finalists** by TOP Companies.
5. The company must have written authorization from all persons appearing in the video so that, if required, it can be sent to TOP Companies.

## DATES

Registration vía e-mail	<b>From Monday, May 11 to Friday, June 12, 2026</b>
Customers' delivery of video	<b>From Monday, June 15th to Friday, July 17th, 2026</b>
Videos Publishing on TC YouTube	<b>Monday, July 27, 2026</b>
General voting	<b>From Monday, July 27th to Friday, August 28th, 2026</b>
Publishing of the 15 finalists	<b>Monday, September 14, 2026</b>

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## ACCEPTANCE AND ASSIGNMENT OF RIGHTS

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

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

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

All participants and people appearing 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 have no obligation, but do have the right to publish the video or any other material in all their media outlets.

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

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

Position: \_\_\_\_\_

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

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

