**YouTube Gives Marketers New Branded Video Options**

YouTube BrandConnect is launching short- and long-form video content packages for Branded Shorts, following trials with 13 brands, including one with Kellogg's MorningStar Farms which drove a 1,933% search lift on google.com. The platform features campaign management and measurement tools, Google integration and a creator matching service.

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[*https://www.mediapost.com/publications/article/375197/youtube-brandconnect-debuts-branded-shorts-package.html*](https://www.mediapost.com/publications/article/375197/youtube-brandconnect-debuts-branded-shorts-package.html)