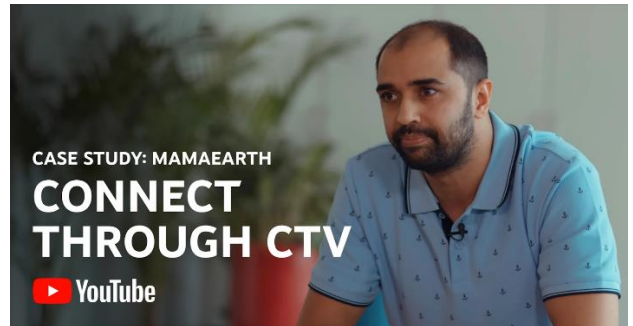




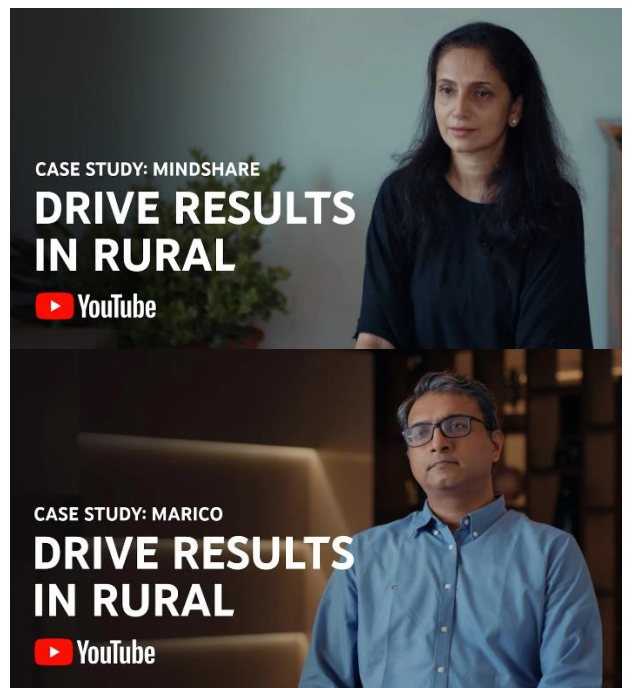
One of the emerging spaces with online video is the Connected TV (CTV). The co-viewing phenomenon has brought us all back to the living room & given us the freedom to curate our own version of primetime programming and consume content with friends and family in newer ways. Do take out 5 mins to check out [this exclusive coverage](#) featuring Mamaearth as they talk about how CTV can be a game changer for our industry!



Watch now: [Mamaearth](#) adapts and connects with audiences through YouTube CTV

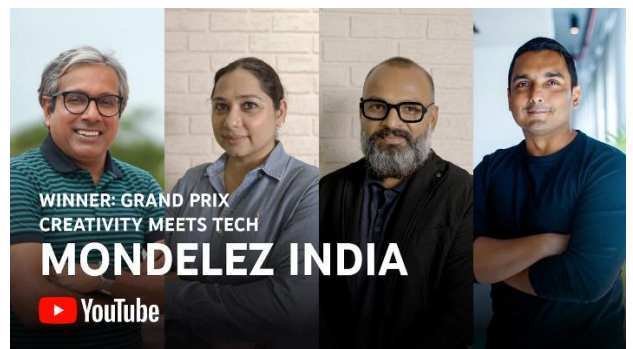
Ever since the pandemic, there has been massive growth in internet penetration across rural India. What's been heartening to see is how some of the previously media dark' territories in the country are no longer that media dark and how with a little more risk appetite, brands have been able to truly seize this opportunity of true digital disruption.

YouTube recently partnered with [Mindshare & Pepsi](#) as well as [Marico](#) to run a few experiments to see the incremental impact of rural targeting on their overall plans and the results have been nothing but encouraging. If you're a geek about the next billion internet users, we definitely recommend checking this out!



Watch now: How [Mindshare](#) & [Marico](#) drove business results with rural targeting on YouTube

From the heart warming to heart racing - YouTube has been home to digital content that's not only driven immense brand love but also inspired action & equally powerful business results. Studies show that shoppers in India also support brands that are socially conscious during the crisis, and are part of a rising global trend where consumers are keen to provide local business support. Brands searching for inspiration on how to do good and do well in business can definitely take a leaf from Mondelez India's #NotJustACadbury Ad campaign. Do check out what went behind this ground-breaking campaign as [we speak to the incredible minds](#) that conceptualized it!



Watch now: How [Mondelez](#) exemplified 'Tech meets Creative' can drive brand love & business results

We hope this was helpful. We've curated more such content on the [YouTube Brandcast hub](#) for your exploration. Feel free to explore the hub & share this with your teams & colleagues!