

Virtual product placement startup Rembrand raises \$23 million Series A for CTV expansion

Article

The news: Virtual product placement startup **Rembrand** has raised **\$23 million** in Series A funding led by **super{set}**, with participation from **The Trade Desk**, **Naver D2SF**, and **L'Oréal's** venture fund **BOLD**, bringing its total funding to **\$31 million**.

Rembrand will use the funds to expand into CTV, launch an AI Studio platform for creators and brands to manage virtual placements, and help brands run creator partnerships independently.

Why it matters: The investment reflects growing demand for AI-powered advertising solutions.

- Brands seek more flexible alternatives to traditional product placement, which requires long lead times and complex negotiations.
- Rembrand's technology enables post-production placement in social media content, with plans to expand to connected TV and movies.
- The platform allows for region-specific targeting, showing different products to different audiences (think **Dunkin'** in the US versus **Tim Hortons** in Canada).

Growth snapshot: Evidence suggests that Rembrand has a strong trajectory.

- Rembrand's revenues grew sixfold YoY as major brands like **Pepsi**, **L'Oréal**, and **Charles Schwab** integrated virtual product placement into their campaigns.
- The platform's paid views surged to **250 million** in 2024, with internal projections suggesting billions by 2025 as it expands beyond social media into CTV.

Product placement progression: The digital economy's experiments with brand integration demonstrate the potential of product placement.

- Recent examples **like PlayStation's "Intergalactic: The Heretic Prophet"** demonstrate how product placement is evolving, with **Porsche**-branded spaceships and **Adidas** sneakers integrated into gaming environments.
- The success of brand integrations in **Fortnite** and **Roblox** has increased marketer confidence in digital product placement, particularly among younger audiences who are comfortable with contextually relevant branded content.
- Visual integration is proving more effective than traditional advertising, with audiences showing higher tolerance for product placement when it feels contextually appropriate and

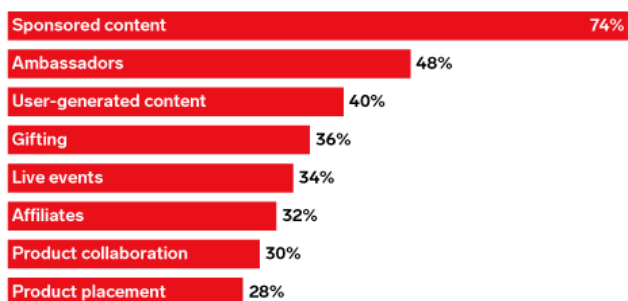
doesn't disrupt the narrative.

- Cross-platform success has encouraged platforms [like Netflix and Disney+](#) to explore more sophisticated product placement strategies targeting younger consumers.

Our take: As ad-free streaming services grow, Rembrand's AI-powered approach to product placement could provide brands a scalable way to reach ad-resistant audiences. The combination of regional targeting, measurable performance, and post-production flexibility suggests virtual product placement could become a mainstream advertising strategy, particularly as brands seek alternatives to traditional interruption-based advertising.

Types of Creator or Influencer Partnerships Used by US Enterprise Marketers, Sep 2024

% of respondents



Note: n=200

Source: Linqia, "2025 State of Influencer Marketing," Oct 3, 2024

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