

[Blog Post]

Creating Positive Attention for Your Brand: What Works in 2025

Advertisers Just Lost \$54 Billion—And Consumers Couldn't Care Less

In 2024, publishers worldwide lost a staggering \$54 billion in ad revenue due to ad blockers. Consumers aren't just skipping ads anymore; they're actively shutting them out.

And here's the worst part: they don't miss them.

Brands are still dumping billions into ads that never get seen, let alone drive action. The traditional ad model is broken.

The question is—what now?

The brands that will win aren't the ones fighting for space in an already overcrowded, ad-blocked world. The winners will be the ones integrated into the content people want to see.

Welcome to the Future of Advertising

Welcome to Virtual Product Placement (VPP) and In-Scene Media—the only ad format that consumers can't skip, won't block, and don't hate.

Consumers Are Over Ads. Here's How to Make Them Pay Attention.

- 66% of consumers actively avoid traditional ads.
- 510% increase in brand awareness when brands shift to In-Scene Media.
- Brands using storytelling instead of direct ads see a 49% higher message retention rate.

The old way of advertising is dying fast. Consumers don't want to be interrupted. They don't want to be forced to watch something irrelevant. And they certainly don't want to sit through one more pop-up, autoplay, or mid-roll ad.

The solution? Stop interrupting. Start integrating.

Over the next few weeks, we're rolling out a 5-part blog series on how brands can drive real engagement, increase brand recall, and make advertising work again. This is the first in the series, setting the stage for how brands can shift from interruption to integration in their marketing strategies.

Upcoming Blogs in this Series:

- The Consumer is Frustrated (Why They Are Avoiding Your Ads)
- The Future of Advertising Is Already Here: How In-Scene Media Is Outperforming Traditional Ads
- The Rembrand AI Studio Challenge: How Brands Can Test VPP for Free
- How Software Is Helping Brands Reach Their Customers

1. Be Where Your Audience Is—Without Interrupting Them

Imagine watching your favorite TV show, and suddenly, a loud ad interrupts the scene.

Annoying, right?

Now, imagine if the brand was seamlessly placed within the show—a character drinking WOWHYDRATE or using a specific laptop brand. That's the power of non-intrusive advertising.

Key Insight:

66% of consumers prefer brands that integrate naturally into content. Instead of forcing your brand into someone's day, be part of their experience.

Example: When WOWHYDRATE appeared naturally in a TV show, audiences remembered the brand without feeling like they were being “sold” something. The result? A 404% increase in brand awareness.

Takeaway:

Find ways to integrate your brand into content people already love. Consider collaborations with YouTube creators, social media influencers, or Virtual Product Placement (VPP) in TV shows and movies.

Related Read: *The Future of Advertising Is Already Here: How In-Scene Media Is Outperforming Traditional Ads*

2. The Rembrand AI Studio Challenge: How Brands Can Test VPP for Free

One of the biggest challenges brands face is proving that Virtual Product Placement works before investing in it. That's why Rembrand launched the Rembrand AI Studio Challenge, allowing brands to test AI-powered VPP for free.

What's in it for you?

- A chance to experience seamless brand integration in real content.
- Compete for \$10,000 in prizes while testing the future of advertising.
- Get real insights into brand recall, message association, and consumer engagement.

Takeaway:

This challenge isn't just a promotion—it's a chance to be part of the next wave of advertising. Sign up, test it, and see the results firsthand.

[Enter The Rembrand AI Studio Challenge]

3. Get People Talking—Start Conversations That Matter

The best marketing isn't what you say about your brand—it's what others say about you. If people are positively talking about your brand, you're winning.

Key Insight:

Studies found that when brands created discussions instead of direct ads, they saw a 20% increase in recall and engagement.

Example: A well-known coffee brand asked customers to share their morning coffee rituals using a specific hashtag. Thousands of people joined the conversation, sharing personal stories and photos. The result? A viral campaign that felt natural and personal.

Takeaway:

Ask your audience questions, run polls, encourage user-generated content, and tap into cultural moments where your brand has a natural role to play.

4. The Future of Advertising: AI and Seamless Integration

Artificial intelligence is revolutionizing advertising, making real-time, data-driven ad placement possible. Instead of interrupting, AI can place your brand inside content that consumers are already engaged with.

Key Insight:

AI-powered VPP has shown a 49% increase in message retention.

Example: AI was used to integrate a soft drink brand into a major Netflix series. The result? Increased brand recall without disrupting the viewer experience.

Takeaway:

The brands that adapt to AI-driven advertising now will lead the next decade. Don't be left behind.

Related Read: [*How AI Is Changing the Future of Advertising*](#)

It's Time to Shift How You Get Attention

If you want people to notice your brand in 2025, interrupting them isn't the answer. Instead, focus on:

- Being where your audience is—without disrupting them.
- Telling real, engaging stories.
- Starting conversations that matter.
- Leveraging social proof & credibility.
- Giving people a reason to engage.

This is just the beginning of our 5-part series on reinventing brand engagement. Stay tuned for more insights in the coming weeks.

Join the [Rembrand AI Studio Challenge](#) and experience AI-powered Virtual Product Placement firsthand.