



Chime Launches Its First-Ever Holiday Campaign, “Bank Smarter This Season,” Featuring Jason Momoa

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SAN FRANCISCO--(BUSINESS WIRE)--Oct. 22, 2025-- Chime (Nasdaq: CHYM) is officially kicking off the holiday season with its first-ever holiday campaign, *Bank Smarter This Season*, starring [Jason Momoa](#). The campaign marks Chime’s first collaboration with Momoa and is built around the belief that banking should be smarter, simpler, and built for real people.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251022218743/en/>



Jason Momoa for Chime

In the campaign, Momoa embodies a variety of everyday people as he narrates the chaos of the holidays — from packed stores to long checkout lines to mounting costs. Set against busy shopping scenes, the spot mixes humor and heart as Jason quips his way through the madness, pointing out how Chime helps people navigate the holiday madness with ease. His lighthearted charm captures the campaign’s spirit, showing that even the busiest season can feel a little easier with Chime. The campaign highlights how Chime empowers members through its suite of products to stay in control of their money and focus on what matters most.

“Partnering with Jason on our first holiday campaign is an exciting moment for Chime,” said Vineet Mehra, CMO at Chime. “His humor and heart bring this campaign to life, helping us celebrate the joy that comes from everyday progress and banking smarter.”

“I had a great time collaborating with the Chime team on this campaign,” says Momoa. “We had a lot of fun creating the different characters and bringing the energy of the holidays to life. At its core, the campaign reflects Chime’s mission to have financial tools work harder for people, and capturing that spirit on screen was a blast. I’m excited to see what we create together next.”

The *Bank Smarter This Season* campaign launches October 22 across national TV, digital, social, and streaming platforms. This spot is the first in a larger creative series featuring Jason Momoa — with more to come from Chime and Jason.

About Chime:

Chime (Nasdaq: CHYM) is a financial technology company founded on the premise that core banking services should be helpful, easy, and free. We offer a broad range of low-cost banking and payments products that address the most critical financial needs of everyday people. Our member-aligned business model has helped millions of people to unlock financial progress™. Member deposits are FDIC-insured through The Bancorp Bank, N.A. or Stride Bank, N.A., Members FDIC, up to applicable limits¹.

¹Chime® is a financial technology company, not an FDIC-insured bank. Banking services provided by The Bancorp Bank, N.A. or Stride Bank, N.A., Members FDIC. Deposit insurance covers the failure of an insured bank. Certain conditions must be satisfied for pass-through deposit insurance coverage to apply.

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