



For Immediate Release

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In National Advertising Division Challenge, Kevin Hart Modifies Social Media Posts to Disclose Material Connection to JPMorgan Chase Bank

New York, NY – Feb. 20, 2025 – As part of its routine monitoring program, BBB National Programs' National Advertising Division inquired about the relationship between JPMorgan Chase Bank, N.A. (JPMC) and its paid influencer Kevin Hart, as well as the steps JPMC has taken to ensure that its influencers comply with the Federal Trade Commission's Endorsements and Testimonial Guides.

As a result of this inquiry, Kevin Hart modified his social media posts to include clear and conspicuous disclosures of his material connection to JPMC.

JPMC, one of the largest banks in the United States, partnered with Kevin Hart, an actor and comedian, as a brand ambassador and influencer for certain products. Through this partnership Hart has appeared in various Chase credit card advertisements, including social media campaigns.

At issue for the National Advertising Division (NAD) was whether Kevin Hart adequately disclosed his financial relationship and material connection with JPMC while promoting its products on social media. NAD examined the sufficiency and placement of the "#chasepartner" disclosure on Hart's Instagram post, which was positioned below the fold, requiring users to click "more" to view it.

NAD determined that although Hart included the disclosure "#chasepartner" on the subject post, the disclosure was not clear and conspicuous.

In response to NAD's inquiry, Hart modified the material connection disclosure from "#chasepartner" to "#chase_partner" and moved it before the fold so consumers would not have to click "more" to see the disclosure.

The voluntary modifications to the material connection disclosure will be treated, for compliance purposes, as though NAD recommended the modifications and JPMC agreed to comply.

In its advertiser statement, JPMC said that it will follow NAD's recommendations.

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About BBB National Programs: BBB National Programs, a non-profit organization, is the home of U.S. independent industry self-regulation, currently operating more than a dozen globally recognized programs that have been helping enhance consumer trust in business for more than 50 years. These programs provide third-party accountability and dispute resolution services that address existing and emerging industry issues, create a fairer playing field for businesses, and a better experience for consumers. BBB National Programs continues to evolve its work and grow its impact by providing business guidance and fostering best practices in arenas such as advertising, child-and-teen-directed marketing, data privacy, dispute resolution, automobile warranty, technology, and emerging areas. To learn more, visit bbbprograms.org.

About the National Advertising Division: The National Advertising Division of BBB National Programs provides independent self-regulation and dispute resolution services, guiding the truthfulness of advertising across the U.S. The National Advertising Division reviews national advertising in all media and its decisions set consistent standards for advertising truth and accuracy, delivering meaningful protection to consumers and leveling the playing field for business.