



U.S. Bank Launches New Smartly Visa Signature Ad Campaign Featuring Peyton Manning

2025-01-21

***Manning goes bird watching with help from the U.S. Bank Smartly™ Card***

MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank has launched a new **Smartly™ Visa Signature® Card** advertising campaign featuring NFL Hall of Fame quarterback Peyton Manning. In it, Manning's new hobby is fully realized with help from the Smartly card – a credit card with no annual fee that offers cash back on every purchase, with no spending caps, when paired with a U.S. Bank Smartly® Savings account.

The campaign kicked off with a national **TV commercial** during the College Football Playoff National Championship game on January 20 and includes television, digital and social media ads. A second TV spot featuring Manning and his Smartly card will air later in 2025.

In the new TV ad, Manning buys bird watching supplies, a camera, a backpack and additional gear to help him spot birds in their natural habitat. A curious neighbor observes Manning enjoying his new bird watching hobby, and together they decide to scan the skies, fully kitted, thanks to the Smartly card.

The spot ends with the tagline, "No matter what you buy, earn more, Smartly with the U.S. Bank Smartly Visa Signature Card."

Launched in late 2024, the U.S. Bank Smartly Visa Signature Card works together with U.S. Bank Smartly Savings to maximize credit card rewards while also providing a competitive rate savings account based on total eligible balances with U.S. Bank.

"Peyton's passion for everything he does, while highlighted in a light-hearted way for our campaign, reflects the passion we have for providing our clients with amazing financial service products to improve their lives," said Steve Mattics, head of Retail Payment Solutions at U.S. Bank.

#### **About U.S. Bank**

U.S. Bancorp, with more than 70,000 employees and \$678 billion in assets as of December 31, 2024, is the parent company of U.S. Bank National Association. Headquartered in Minneapolis, the company serves millions of customers locally, nationally and globally through a diversified mix of businesses including consumer banking, business banking, commercial banking, institutional banking, payments and wealth management. U.S. Bancorp has been recognized for its approach to digital innovation, community partnerships and customer service, including being named one of the 2024 World's Most Ethical Companies and Fortune's most admired superregional bank. Learn more at [usbank.com/about](http://usbank.com/about).

#### **Disclosures**

Loans and lines of credit are offered by U.S. Bank National Association. Deposit products are offered by U.S. Bank National Association. Member FDIC.

Editor's Note: The content of this press release is accurate as of publication on January 21, 2025, and may have changed. For the latest product information, refer to the **U.S. Bank Smartly™ Visa Signature® Card** product page.

Todd Deutsch, U.S. Bank Public Affairs & Communications  
[todd.deutsch@usbank.com](mailto:todd.deutsch@usbank.com)

Source: U.S. Bancorp