

Is it a bird? Is it a plane? No, it's Credit Guarantee!

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Wetpaint FM's 2013 campaign for Credit Guarantee is centred on Superheroes. The service which Credit Guarantee provides, as underwriters against potentially defaulting debtors, definitely makes them heroes in the eyes of their customers.

Always apt for a little cheek and subversive wit, Credit Guarantee have a knack for choosing whacky concepts that stand out in the financial services industry.

The adverts which were recorded in English and Afrikaans are airing on a broad spectrum of stations across SA.

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