

**AMERICAN
EXPRESS**

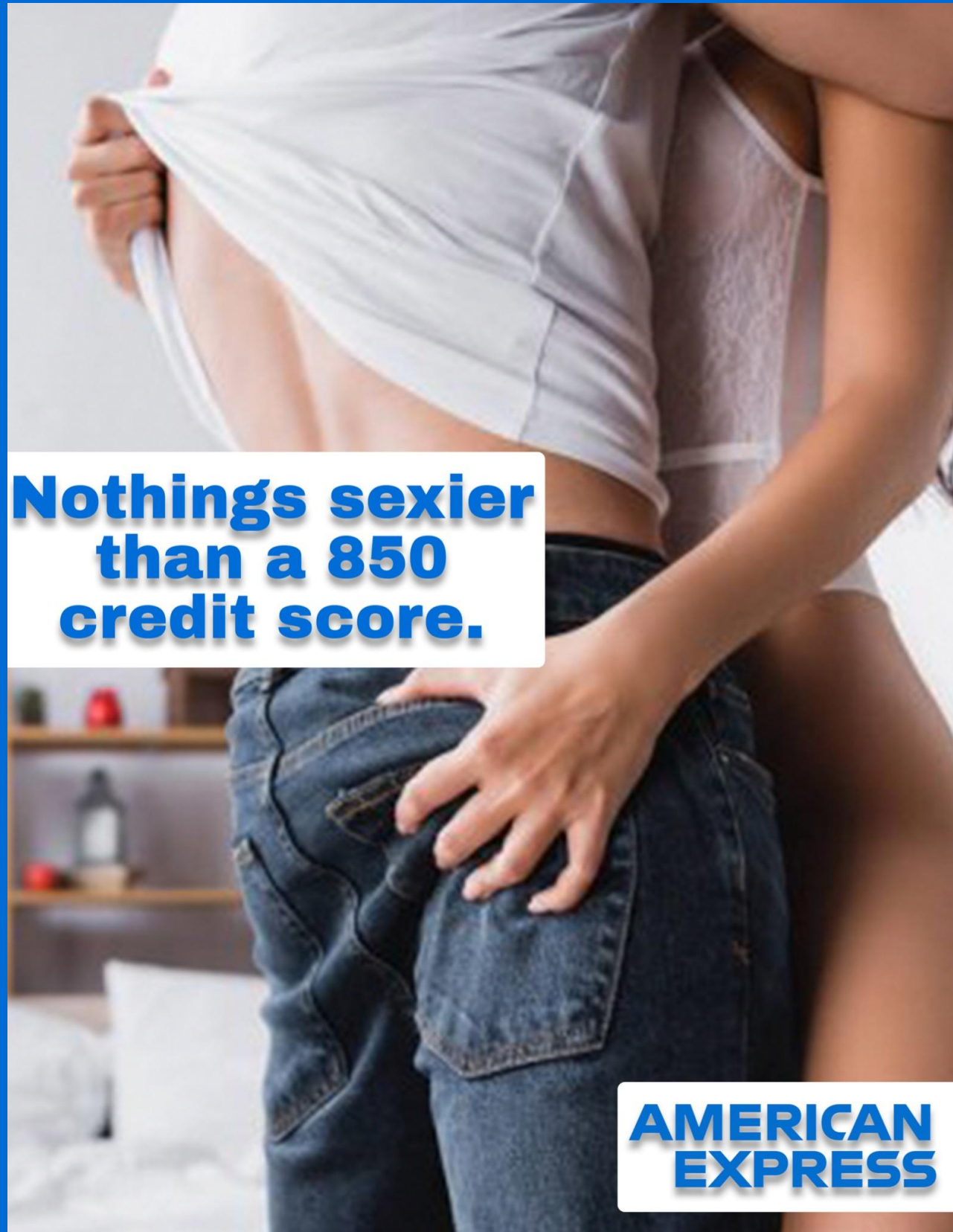
Idea

Most young adults don't realize the importance of credit. With credit you can be the best/sexiest you.

Message

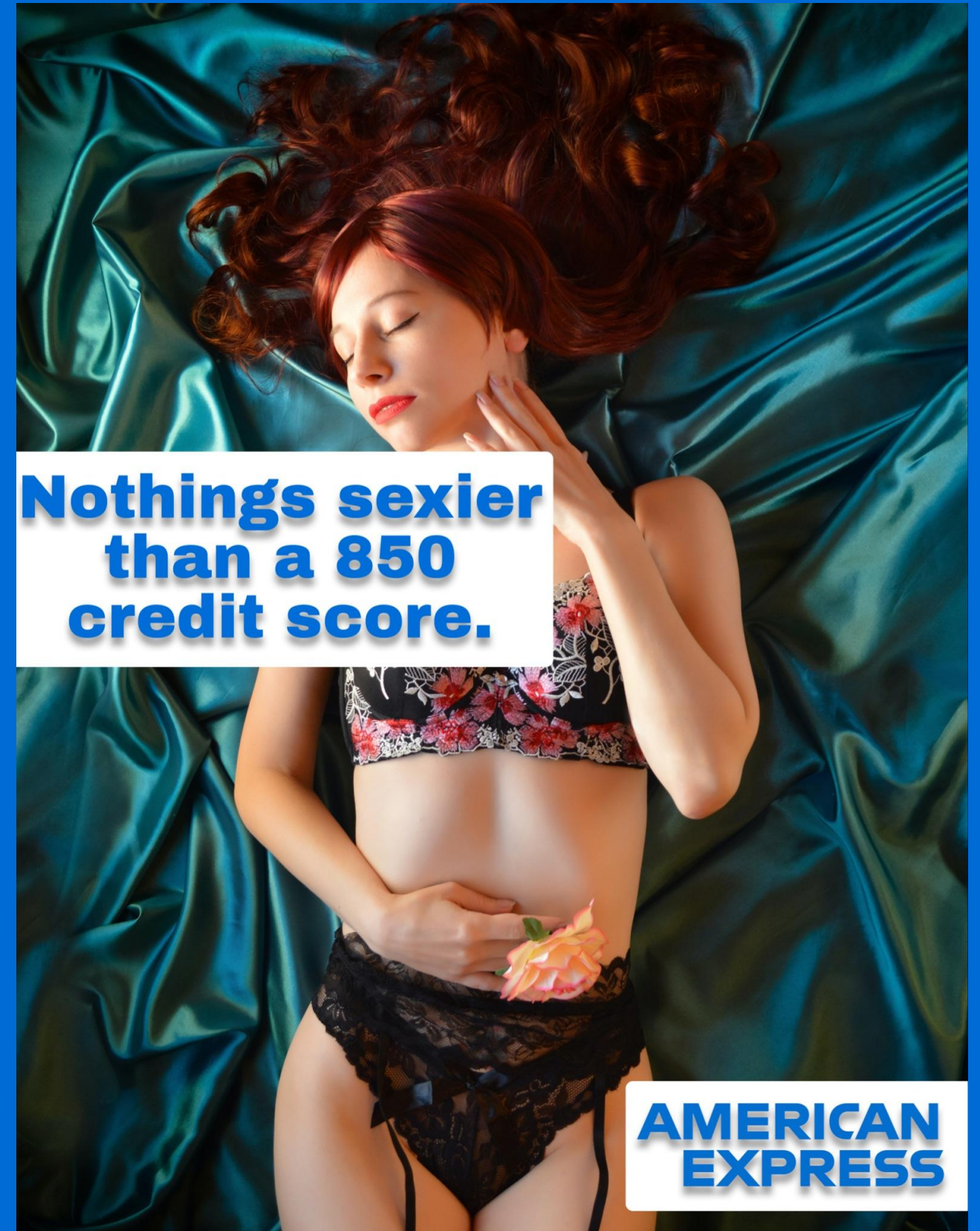
Credit is sexy.

Print

A photograph of a person from the waist down, wearing a white button-down shirt and blue jeans. A hand is placed on their right hip. The background is a blurred interior setting.

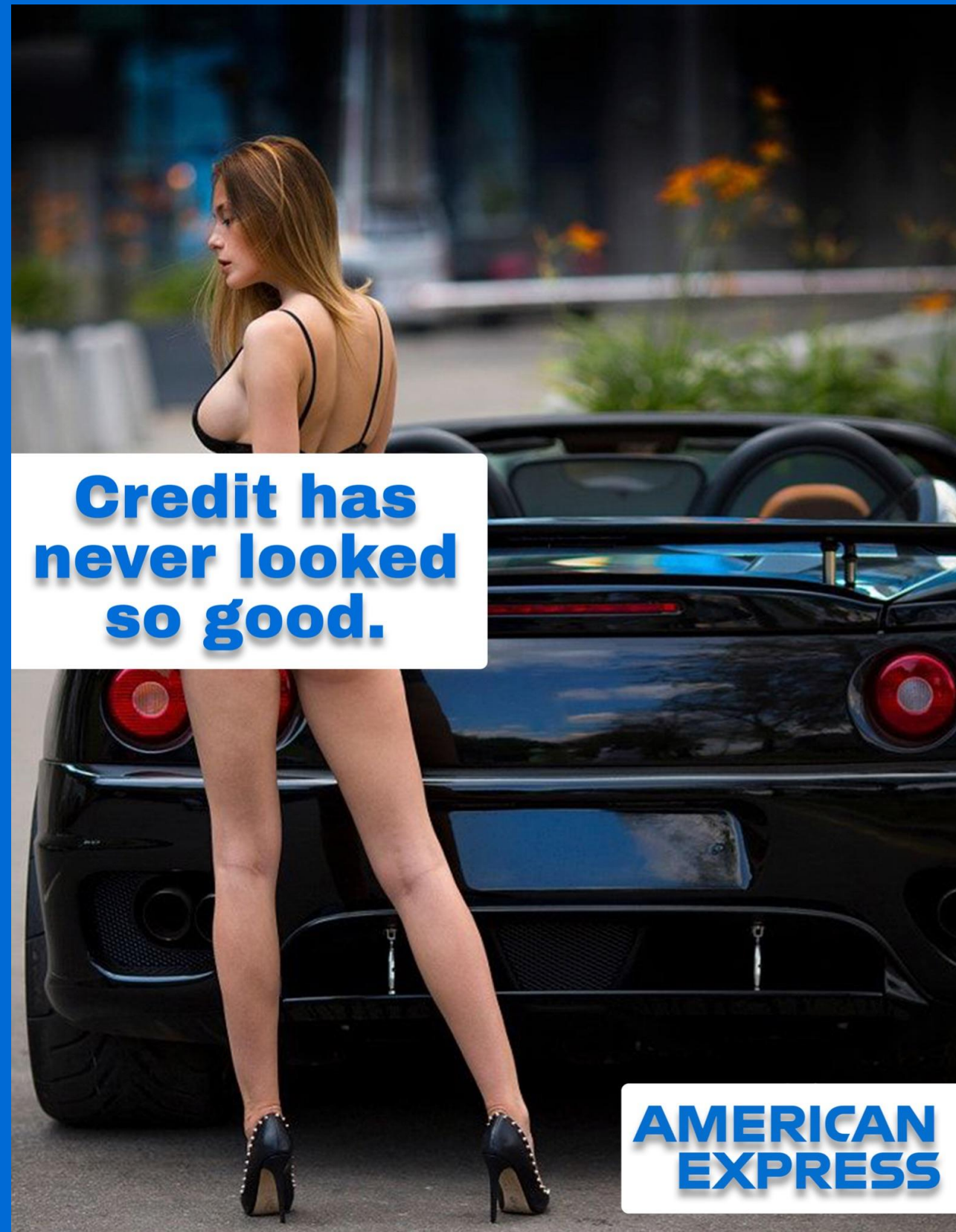
**Nothings sexier
than a 850
credit score.**

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A photograph of a woman with long, wavy red hair, lying on her back on a teal silk sheet. She is wearing a black lace bodysuit with a floral pattern on the chest. A single pink rose is tucked into the waistband of her underwear. Her eyes are closed, and her hands are resting on her hips.

**Nothings sexier
than a 850
credit score.**

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Outdoor

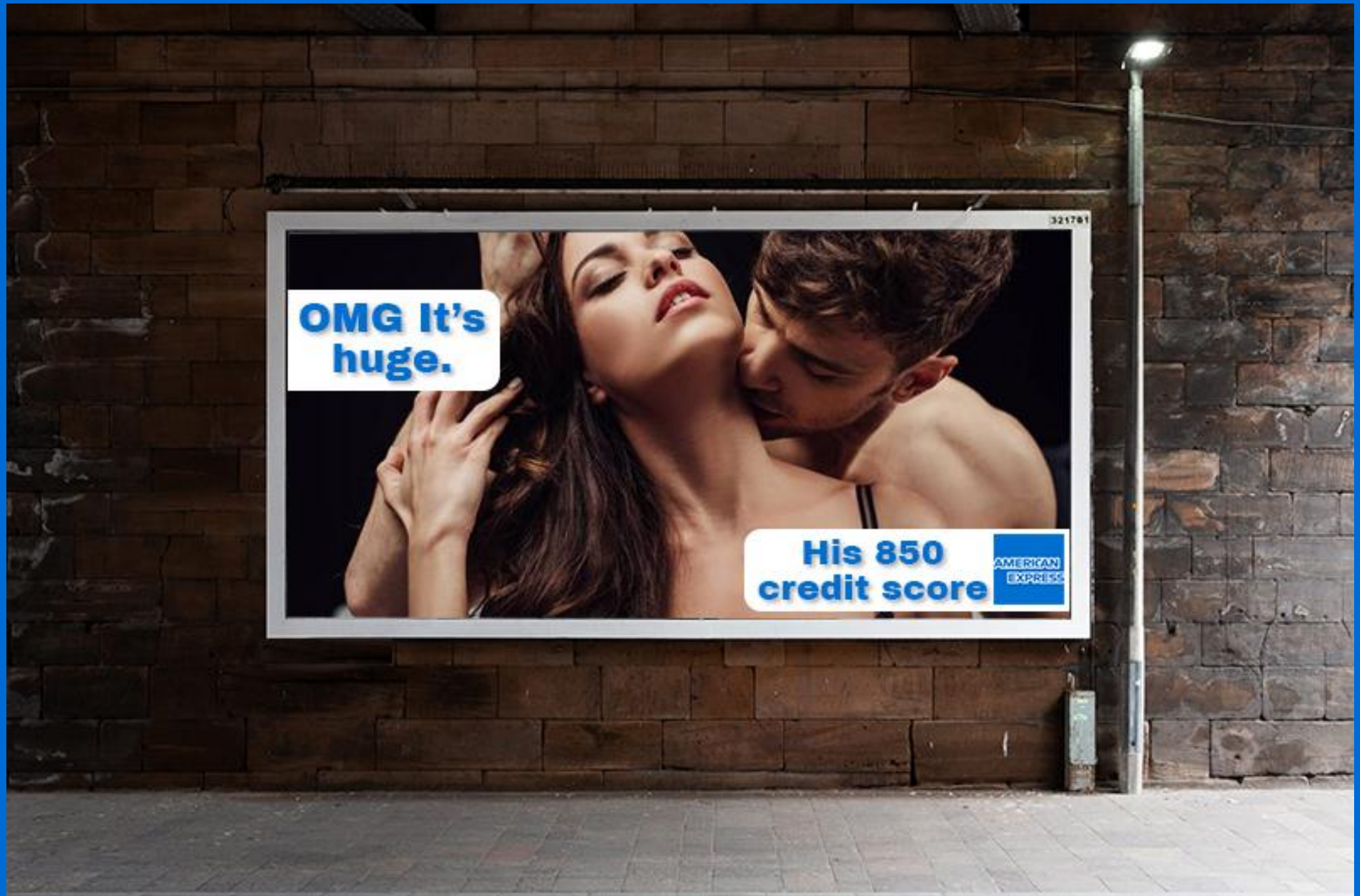
Her favorite position is CEO.

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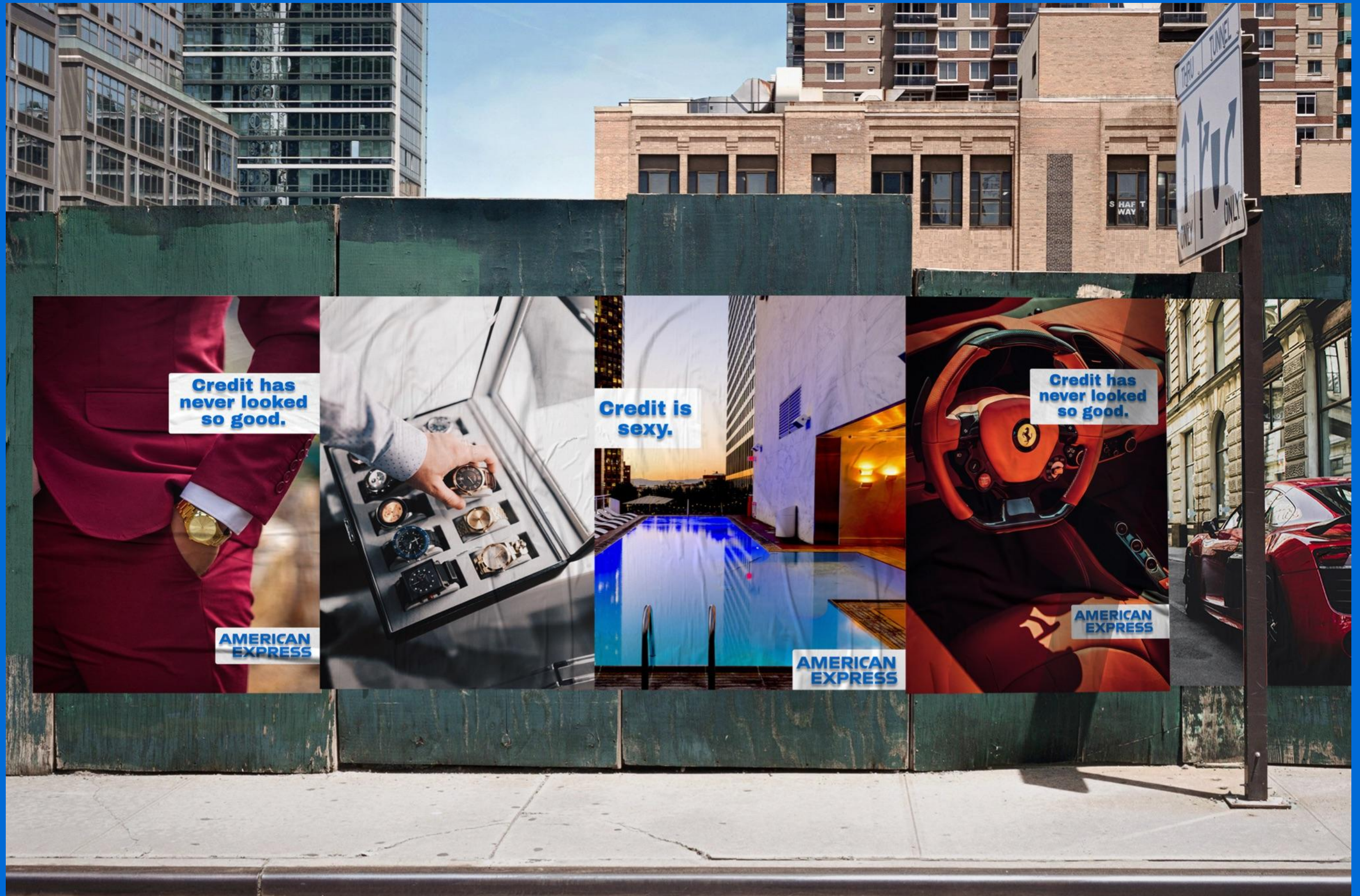
When she owns her own business and a credit score of 800.

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Outdoor



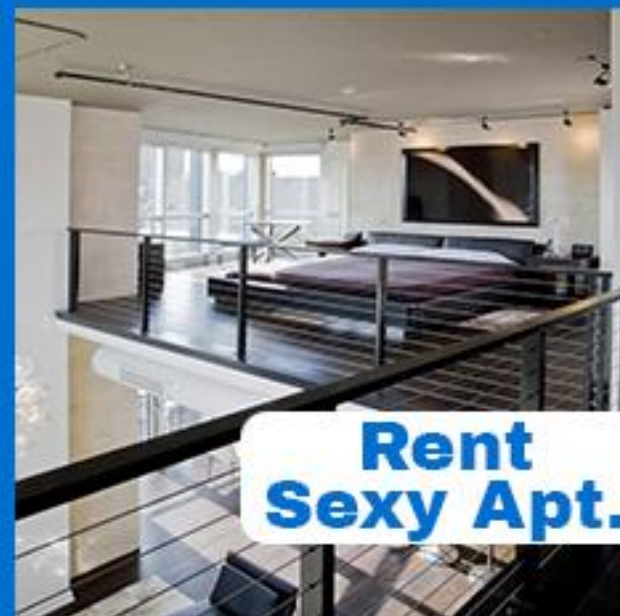
Guerilla



Pop up



Social Media



Instagram