

IPA Partner TV Commercial: The Anti-Credit Card

So what if there was a credit card designed to save you money?

That's the idea behind a new credit card designed in partnership with IPA researchers. We know that credit cards make spending easy, but with our partner Neighborhood Trust Financial Partners, IPA is piloting a credit card that tries to develop the opposite habit. Customers with debt can consolidate at a lower interest rate than they're probably paying now, and the card helps discourage more spending by gradually lowering the available credit, among other features.

See the new TV commercial below (in Spanish) and read more about it [here](#).

(Note: if the video below doesn't load immediately, please give it a few more seconds or refresh.)

February 18, 2013