

As Xbox and PlayStation Launch Hardware, Philadelphia Cream Cheese Gets in on the Action

If you want to give someone a gift they'll truly love and appreciate this year then there's no need to shell out the big bucks for the latest Xbox and PlayStation—buy them a “Philly Series 5” for just \$4.99 instead.

Jumping on the gaming bandwagon, Philadelphia Cream Cheese, with the help of agency Gut, has created its own “must have” gift this holiday season—a tasty “next generation” cheesecake kit that is a “stunning advancement in cheesecake technology.”

“Every few years, like clockwork, the release of next-generation gaming consoles aligns with the holiday season,” the brand said. “Now, that time is here. We all know that the hottest holiday gifts this season may sell out quickly. So, Philadelphia Cream Cheese has tech fans covered, with something more delicious than any of those gifts ever could be.”

Gut has created a spoof console video to highlight the capabilities of the Philly Series 5—which has five cream cheese bricks of power, ultra HD white chocolate, and the latest 3D cookie crumb technology and is available for preorder from 12pm EST.

“Nothing in the world moves faster than the technology curve, and we always strive to be at the forefront—both in our product and in the ways consumers experience the simple pleasure of Philadelphia,” said Basak Oguz, director of marketing at Philadelphia Cream Cheese.

“The Philly Series 5 is our way of moving at the speed of innovation, and bringing consumers the most delicious gift of the holiday season.”

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