

This Chain Wrote a Carol for Its Christmas Pizza and Made a Box That Sings It to You

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Christmas carolers don't always have to be dressed up like they've just stepped out of a Dickens novel in order to serenade you. In fact, they apparently don't even have to be human.

This holiday season, a Canadian pizza chain has created a special box that sings to you about the festive pizza inside.

Boston Pizza has released its Christmas Pizza, which literally consists of a turkey dinner on top of a pizza. Highlighting the not-so-normal pizza toppings of cranberry sauce, gravy and turkey, the pizzeria cooked up a little ditty called "Chorus of the Pizza" and designed the aforementioned caroling box for delivery.

Set to "Carol of the Bells," the song describes the gravy-slathered pizza as well as any menu probably could:

*"Cranberry sauce.
Gravy on top.
Turkey as well.
And also cheese.
Why is there cheese?
Cause we love cheese."*

"The Christmas Pizza is a remix of a Christmas classic. What better way to promote it than by remixing another Christmas

classic?" said Adrian Fuoco, senior director of marketing for Boston Pizza.

Boston Pizza once again partnered with the John St. agency to bring "Chorus of the Pizza" to life. Last year, the team created the much-shared Pizza Patio Set, which featured miniature 3D printed chairs to accompany the plastic "table" that comes in the center of your pie.

And blending the worlds of cooking to engineering isn't a new process for the two companies. Earlier in 2018, in celebration of Father's Day, John St. helped the pizza pioneers transform delivery boxes into TV trays, allowing you to enjoy dinner in bed.

"Christmas is kind of stressful for a lot of people, so we thought it would be nice to have some fun with the pizza and the advertising at the same time," said Angus Tucker, chief creative officer at John St. of the new "Chorus of the Pizza" partnership. "And we think this work is almost as fun as the pizza."

The limited-edition caroling boxes will be delivered to select customers who order a Christmas Pizza, but for those who miss out, the commercial delivers the song with some cheesy fade-ins and sweater-clad choir singers who give Pentatonix a run for their money:

For those who truly can't get enough, you can also stream "Chorus of the Pizza" on Spotify.

CREDITS:

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Box Production: Gas Company
Photography Production: Gas Company

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