

Russian TV ad showing Santa abducting a busy single mother and dragging her by a rope sparks rage

A furore in Russia is now spreading internationally surrounding the new Christmas TV commercial via Russian agency 3Sba, helmed by UK director Charley Stadler.

The film for MKB, Credit Bank of Moscow aired in its original length of 5minutes and has caused an uproar across Russia with feminist groups, it's being talked about on TV stations and thrown up a frenzy on Facebook. Now it is being [written about in the mainstream UK press](#).

The film is a contemporary take on a fairytale where instead of the wicked witch we see a challenged 21st century mother with her daughter simply appealing to Santa in a traditional Christmas letter.

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The director's agent, Cream Directors/UK, learned this morning the storm around the film has penetrated the Russian government causing the Finance Minister to summon the CEO of MKB and insisted he withdraw the film from all TV and Cinema screens.