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Russian Bank Releases Perhaps the Creepiest Christmas Ad of All Time

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Russia's Moskovskiy Kreditniy Bank has sparked outrage and confusion with a controversial Christmas commercial showing Father Christmas kidnap and torture a single mother.

The ad features Russia's Santa Claus, Ded Moroz (Grandfather Frost), who kidnaps a single, working mother and takes her on a torturous journey across the tundra to teach her a lesson about spending more time with her daughter.

The clip begins with a child sitting in the dark, writing a letter to Ded Moroz. “I know my mother is very busy," she says. "She buys me toys. But more than anything, I want to be with my mom. Please bring her back to me.”

The advertisement then shows the busy mother leaving her office late at night. She calls a taxi, but in a sinister turn the elderly, bearded driver — Ded Moroz — locks the doors and kidnaps her. He leads the businesswoman on a long and torturous journey, pulling her across lakes, rivers and snowy mountains by a rope tied around her waist.

Embed:

After several days, Ded⊠Moroz appears to have a heart attack. Rather than run, the mother cries and⊠tries to aid her kidnapper, prompting him to finally hand over her daughter's letter. The drawing comes alive, and mother and daughter are then reunited in perfect⊠symphony.

The bank's commercial has caused outrage among women, who see the video as an attack on working mothers. “The first thing the authors of⊠this clip tell us is that a successful woman cannot be a good⊠person,” Russian feminist Anastasia Karimova wrote in Cosmopolitan⊠Russia. “We have one question: where is the father?” she asks.

Alena Popova, the⊠co-founder of StartUpWomen, a networking website for female⊠professionals also took to Facebook to express her anger: “Where did you⊠find that a working woman is a bad mother? Where are those statistics⊠from? Russia is a country of working mothers.”

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