

# Fuck-wits

The Daily Mail



We are all going to hell in a handcart.

And, fuck me, some people deserve exactly what they are going to get.

The sad thing is, they are going to take us with them.

Beam me up Scotty.

**Leave Big Ears alone! Angry television viewers complain about Ikea advert featuring**

# 'slaughter' of garden gnomes

- Ikea advert has prompted 50 complaints to Advertising Standards Authority
- Advert shows married couple finding 'violent' ways to kill off gnomes
- Sales of gnomes have risen 150 per cent, according to a UK garden centre

By [JAMES RUSH](#)

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Swedish furniture giant Ikea has sparked a series of complaints about the violent attacks on garden gnomes in their current advert campaign.

The advert brandishes the slogan 'Say no to Gnomes' and features an army of angry gnomes invading the home of a married couple who are replacing old furniture and ornaments with new products.

As the gnomes rebel against the new additions, the couple find increasingly violent ways to kill them off, in a bid to banish them from their garden.

Scroll down for video



Ikea's recent 'Say no to Gnomes' advert has prompted an angry response from some television viewers



The Advertising Standards Authority has received 50 complaints from concerned viewers in relation to the advert



The advert shows a married couple 'killing off' an invasion of angry garden gnomes in a range of increasingly violent ways

UPROAR from gnome supporters at violent Ikea advert



One scene sees a heart-broken gnome standing over a fallen friend, who has been smashed in half, with a tear running down his cheek before he launches a revenge attack.

The Advertising Standards Authority received 50 complaints from concerned viewers saying the advert is 'unsuitable for children, offensive, frightening, violent and encourages anti-social behaviour.'

But garden gnome fans are revolting against Ikea's 'violent' campaign and sales across the UK have risen 150 per cent, according to UK garden centre Dobbies.

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The Chelsea Flower Show also saw The Royal Horticultural Society lift their 100-year ban on gnomes after previously being deemed too 'tacky' to appear.

Dr Twigs Way, garden historian and author of Garden Gnomes, said: 'During Britain's 150 year garden history, gnomes have always played a large and happy part in populating our green spaces.'

'People like to make out that they're naff and tacky, but they are a lucky charm, which are now loved worldwide.'



The gnomes rebel against the new additions at the married couple's home in the Ikea advert



Viewers complaining about the advert have said it is 'unsuitable for children, offensive, frightening, violent and encourages anti-social behaviour'

'The new Ikea advert was bound to cause uproar – we are a nation of gnome lovers.'

'But the advert goes too far with the violence – it's a bit much to see them being smashed and shattered.'

'Ikea should look at their own native history of little, red-hatted bearded folk because they have something similar in northern Europe, the tomte.'

'If I were Ikea I'd be worried. Beware the revenge of the little folk.'

'Garden gnomes will certainly live longer than Ikea furniture.'



Ikea has said the advert takes a 'light-hearted approach' to show how easy it is to treat gardens like any other room in the home



The Swedish furniture giant has said it ensures its adverts comply with the BCAP TV Advertising Standards Code. Ikea UK marketing manager Peter Wright said: 'We believe the advert takes a light-hearted approach in showing consumers how easy and affordable it is to treat their outdoor spaces just like any other room in the home.'

'Our 'Say no to Gnomes' advert features a family transforming their garden with outdoor furniture from Ikea, but they are opposed to the change from the ultimate embodiment of everything that's tired and dreary about British gardens – the gnome.

'We always ensure our adverts comply with the BCAP TV Advertising Standards Code and we are pleased that the ASA has taken a similar view to ours about the campaign.

'We can confirm that no gnomes were harmed in the making of the advert, thanks to some clever CGI post-production and brave stunt doubles.'

The gnome's reprieve at the Chelsea showcase celebrates its centenary and they have also been given the Royal stamp of approval with William and Kate gnomes.

Read

more: <http://www.dailymail.co.uk/news/article-2332109/Angry-television-viewers-complain-Ikea-advert-featuring-slaughter-garden-gnomes.html#ixzz2UcsAPzZB>

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