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Companies pay tributes with creative pictures

KUALA LUMPUR, Fri. - The tributes in the form of colourful and creative advertisements as well as special editions published by the leading newspapers bear testimony to Tun Dr Mahathir Mohamad's popularity.

Making known their gratitude to the nation's fourth Prime Minister for having successfully steered the country to unprecedented political stability and economic success, many companies placed advertisements to record their appreciation.

One photograph taken by a New Straits Times photographer Choo Choy May, showing Dr Mahathir like a true gentleman standing next to his leading lady, Tun Dr Siti Hasmah Mohd Ali, as they flash their warm smile, was used by at least two companies in their advertisements.

The body language that reflects their fondness for each other as they look straight into the camera lens, was the pick of the DRB-HICOM Bhd group chairman Tan Sri Mohd Saleh Sulong after looking through hundreds of photographs.

Group director corporate communications V. Kanesan said: "Despite their many responsibilities, the picture is a true reflection of the warmth and contentment the couple have been blessed with. The colour co-ordination of their national costume and their million-dollar smiles, also make the picture stand out.

"While Dr Mahathir is well-known as a very tough leader, respected the world over, this picture shows his paternal side, while Siti Hasmah exudes the tenderness of a wife and mother," Kanesan said.

A full-page colour advertisement by Petronas also carries a similar picture.