

23 Nov 2012

# Why are Which and How so What for When?

Although this might have successfully confused you enough to read this article; questions have a lot more potential hidden in them when it comes to advertising and promotions to attract and influence huge masses with some message. Who could have ever thought that the same elements of interrogation which we casually using since we invented languages, are indeed some of the most powerful and effective marketing weapons ever known. Let's find out what is it that makes the questions so special...



## The Curiosity Factor



The first thing that comes to the mind as soon as we witness a questioning punch-line is the curiosity of finding out what it is about. Since the time when technology was not so developed and the only text was the mode of communication; questions have always been the eye-poppers. Questions give an open invitation to the viewers for exploring more about the subject. As curiosity is the considered to be mother of knowledge, it provides the most optimum medium for delivering information in the course of communication. This is how questions raise the vital primary inquisitiveness for the audience to find their way to the actual message or purpose of promotion.

## The Quiz Effect

Along with the innate quality of curiosity, we also possess an inborn desire to answer and win it all! From the very childhood; through variety of activities and games at schools, we are all subconsciously programmed that having answers to questions gives a winning-edge over the others. This everlasting spirit for gaining intellectual superiority is also one of the main reasons why questions are such an effective tool for boosting-up the inquiries about a particular product or service. This is how questions directly tickle the grey in a very challenging manner and create intense inquisitiveness in viewers towards the message.



## It's Omnipresence



Questions are so universally existent in any and everyone's life that it almost seems as if it were a vital element responsible for living itself! This might definitely not raise any eye-balls but surely provides a personalised touch to the message. Everybody has some or the issues and questions that are waiting to be answered. In any questioning message visible, we indirectly start searching answers to our problems. Even the non-struggling masses easily become audiences for the questioning banners as every dog has its day and no one wants leave that day to mere fate. Moreover, since most of the crowd is struggling with several questions, there exists a strange subtle compassion for pain and problems in all of us. For example, if someone is struggling with severe hair-loss; a questioning line like: "Do you wish to get rid of your hair problems?" would appeal much more to a victim, than a flat line like "Reduce your hair-loss" in an advertisement. This is how questions create a very strong personal-connect between the viewer and the message, which ultimately enhances the chances of its successful delivery.