

# Milestones in Advertising History

Advertising History · Answer Key · 8 Questions

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**1. Which company is credited with launching the first television commercial in the United States in 1941?**

- A) Bulova Watch Company**
- B) Coca-Cola
- C) Ford Motor Company
- D) General Electric

**2. In 1922, which radio station broadcast the first paid commercial advertisement, known as a 'toll broadcast'?**

- A) KDKA Pittsburgh
- B) WEAJ New York**
- C) WGN Chicago
- D) NBC Radio

**3. What was the subject of the first 'banner' advertisement on the World Wide Web, purchased by AT&T in 1994?**

- A) Computer software
- B) A travel destination**
- C) An online auction site
- D) Cellular phone services

**4. The iconic 'Marlboro Man' campaign, which significantly boosted sales for the cigarette brand in the 1950s, was created by which agency?**

- A) Ogilvy & Mather
- B) Leo Burnett**
- C) J. Walter Thompson
- D) DDB

**5. During the 19th century, which medium became the primary vehicle for mass-market advertising following the implementation of the rotary printing press?**

- A) Billboards
- B) Radio
- C) Penny press newspapers**
- D) Handbills

**6. Which famous 1959 advertisement for Volkswagen, created by Doyle Dane Bernbach (DDB), famously promoted the car's small size?**

**A) Think Small**

B) Small is Beautiful

C) The People's Car

D) Drive Different

**7. In 1984, Apple Inc. famously aired a Super Bowl commercial directed by Ridley Scott that referenced which dystopian novel?**

A) Brave New World

B) Fahrenheit 451

**C) 1984**

D) The Handmaid's Tale

**8. Before the widespread use of digital marketing, what was the primary purpose of 'guerrilla marketing' as coined by Jay Conrad Levinson in 1984?**

A) To bypass government regulation

**B) To maximize impact with a low budget**

C) To target only elite demographics

D) To utilize satellite technology