

Milestones in Advertising History

Advertising History · Practice Test · 8 Questions

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