

Pioneering Moments in Advertising History

Advertising History · Answer Key · 18 Questions

1. What is widely considered the first printed advertisement in English, appearing in 1590?

- A) A flyer for a London theatre production
- B) A handbill announcing a new printing press
- C) A broadside promoting medicinal wares**
- D) A notice for a royal decree

2. Which invention, first patented in 1843 by Alexander Bain, revolutionized long-distance communication and significantly impacted early advertising?

- A) The rotary printing press
- B) The telegraph**
- C) The telephone
- D) The camera obscura

3. The first successful advertising agency in the United States was established in 1841 by whom, focusing initially on newspaper space brokerage?

- A) J. Walter Thompson
- B) Volney B. Palmer**
- C) Albert Lasker
- D) Francis Ayer

4. What technological advancement, popularized in the late 19th century, allowed for the mass production of vivid and detailed illustrations, transforming print advertising?

- A) Lithography
- B) Linotype machine
- C) Offset printing
- D) Chromolithography**

5. The first known use of a celebrity endorsement in advertising is often attributed to a poster promoting what product in ancient Rome?

- A) Olive oil**
- B) Wine
- C) Amphorae
- D) Gladiatorial games

6. Who is credited with inventing the modern concept of brand identity and pioneering systematic market research in the early 20th century, notably with the 'reason-why' advertising approach?

- A) David Ogilvy
- B) Leo Burnett
- C) Albert Lasker**
- D) Claude Hopkins

7. What form of advertising, which began to gain traction in the early 20th century, was the first to utilize moving images and sound to reach a mass audience?

- A) Radio advertising
- B) Cinema advertising**
- C) Television advertising
- D) Direct mail advertising

8. The invention of the Kodak camera in 1888 by George Eastman significantly impacted advertising by making what more accessible and prevalent?

- A) Animated advertisements
- B) Photographic advertisements**
- C) Color advertisements
- D) Outdoor billboards

9. What was the first commercial radio station in the United States to broadcast advertisements, launching in 1920?

- A) WGN
- B) KDKA
- C) WEAF**
- D) WABC

10. The development of the 'pulp magazine' in the early 20th century provided a new, cost-effective platform for advertising a wide range of consumer goods. Which product category was particularly heavily advertised in these magazines?

- A) Luxury automobiles
- B) Pharmaceuticals and tonics**
- C) High-fashion clothing
- D) Digestive aids

11. Who is recognized for establishing the first successful agency in Britain, the London Advertising Agency, in the mid-18th century, laying groundwork for organized advertising practice?

- A) William Caxton
- B) Thomas Bell
- C) Francis P. White**
- D) Samuel Richardson

12. The introduction of the first successful, mass-produced typefaces for advertising, like William Caslon's in the 18th century, enabled what improvement in printed advertisements?

- A) Greater use of color
- B) Improved legibility and design**
- C) Larger font sizes
- D) Faster printing speeds

13. What early advertising medium, essentially a painted or printed picture on a board or cloth, was commonly used in ancient civilizations like Rome and Egypt to announce sales or events?

- A) Papyrus scrolls
- B) Wall paintings
- C) Signboards**
- D) Clay tablets

14. The advent of the printing press by Johannes Gutenberg in the mid-15th century was a precursor to mass advertising by enabling what?

- A) The creation of television commercials
- B) The widespread distribution of written materials**
- C) The development of personalized advertising
- D) The rise of digital marketing

15. Who is credited with establishing the first truly modern advertising agency, N. W. Ayer & Son, in 1869, which was known for its ethical practices and fixed fees?

- A) Volney B. Palmer
- B) J. Walter Thompson
- C) Francis Ayer**
- D) Albert Lasker

16. The first instance of a slogan being used to promote a product is often traced to what 19th-century invention that made travel more accessible?

A) The steam locomotive

B) The bicycle

C) The automobile

D) The hot air balloon

17. What breakthrough in visual advertising, first commercially successful in the early 20th century, allowed for the reproduction of photographs in newspapers and magazines with unprecedented detail?

A) The halftone process

B) The rotogravure process

C) The lithographic process

D) The flexographic process

18. The early days of advertising saw the rise of 'patent medicine' advertisements. What was a common characteristic of these advertisements that distinguished them from modern advertising?

A) Emphasis on scientific evidence

B) Extensive use of humor

C) Exaggerated claims and testimonials

D) Focus on brand storytelling