

Advertising History Through the Ages

Advertising History · Answer Key · 20 Questions

1. What was the first product to be advertised on a television commercial in the United States in 1941?

- A) Coca-Cola
- B) Bulova Watches**
- C) Ivory Soap
- D) Chevrolet

2. Which 19th-century advertising pioneer is credited with founding the first modern advertising agency in 1869?

- A) David Ogilvy
- B) N.W. Ayer
- C) Claude Hopkins
- D) Francis Wayland Ayer**

3. The term 'soap opera' originated from radio dramas sponsored by which company?

- A) Procter & Gamble**
- B) Unilever
- C) Colgate-Palmolive
- D) Johnson & Johnson

4. In 1922, the first paid radio advertisement was broadcast by WEAJ in New York for which service?

- A) Real estate**
- B) Automobiles
- C) Life insurance
- D) Department store

5. Which famous advertising campaign, launched in 1959 by Doyle Dane Bernbach, famously used self-deprecating humor?

- A) Think Small (Volkswagen)**
- B) Just Do It (Nike)
- C) Got Milk?
- D) Don't Leave Home Without It (Amex)

6. What was the primary medium for the 'P.T. Barnum' style of hyperbolic, sensationalist advertising in the mid-19th century?

A) Handbills and posters

B) Newspaper classifieds

C) Public lectures

D) Magazines

7. The first 'banner ad' on the internet was sold by HotWired in 1994 for which company?

A) Amazon

B) AT&T

C) Microsoft

D) Yahoo

8. Which advertising icon, created in 1955, was intended to humanize the Marlboro brand?

A) The Marlboro Man

B) Joe Camel

C) The Jolly Green Giant

D) Tony the Tiger

9. In the 1920s, which company revolutionized advertising by associating Santa Claus with their brand in Coca-Cola ads?

A) Pepsi

B) Cadbury

C) Coca-Cola

D) Nestle

10. What technique did Claude Hopkins pioneer, which involved using scientific testing to measure the effectiveness of specific headlines and copy?

A) Focus groups

B) Split-run testing

C) Psychographic profiling

D) Behavioral targeting

11. Which 1984 Super Bowl commercial, directed by Ridley Scott, is considered a turning point in television advertising history?

A) Apple's '1984'

B) Wendy's 'Where's the Beef?'

C) Coca-Cola's 'Hilltop'

D) McDonald's 'Big Mac'

12. Before radio and TV, what was the most common form of national advertising in the late 19th century?

- A) Radio serials
- B) Trade cards**
- C) Cinema slides
- D) Street performers

13. Which advertising agency is known for creating the 'Keep America Beautiful' campaign featuring the 'Crying Indian' in 1971?

- A) Ogilvy & Mather**
- B) J. Walter Thompson
- C) Young & Rubicam
- D) McCann Erickson

14. What does the acronym 'USP', coined by Rosser Reeves in the 1940s, stand for in advertising strategy?

- A) Unique Selling Proposition**
- B) Universal Sales Plan
- C) Unified Strategic Platform
- D) User Search Protocol

15. The 'Got Milk?' campaign, which debuted in 1993, was created by which organization?

- A) California Milk Processor Board**
- B) National Dairy Council
- C) The USDA
- D) Dairy Farmers of America

16. In the 1950s, the 'Marlboro Friday' event refers to a sudden shift in marketing strategy when Philip Morris did what?

- A) Dropped cigarette prices by 20%**
- B) Banned print ads
- C) Sponsored the Olympics
- D) Stopped using cartoon mascots

17. Which publication is widely considered the oldest surviving consumer magazine in the world, founded in 1731, which began carrying significant advertising?

- A) The Gentleman's Magazine**
- B) The Spectator
- C) The Tatler
- D) National Geographic

18. What was the first commercial to be aired on the newly launched MTV in 1981?

A) Bulova Watches

B) Pepsi

C) Burger King

D) The Buggles' music video

19. The 'Daisy' political advertisement, aired in 1964, is credited with using what style of advertising to influence voters?

A) Fear appeal

B) Emotional sentimentality

C) Direct comparison

D) Humor

20. Which company famously used the slogan 'A Diamond is Forever' starting in 1947, successfully creating an association between diamonds and engagement?

A) Tiffany & Co.

B) De Beers

C) Cartier

D) Harry Winston