

Advertising History Through the Ages

Advertising History · Practice Test · 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