

Milestones in Advertising History

Advertising History · Answer Key · 8 Questions

1. What was the first medium used for commercial radio advertising in the United States in 1922?

- A) Television
- B) Newspaper
- C) Radio**
- D) Billboard

2. Which company is credited with creating the modern image of Santa Claus in advertisements during the 1930s?

- A) Coca-Cola**
- B) Pepsi
- C) McDonald's
- D) Ford

3. What is the term for a short, memorable phrase used in advertising to identify a brand?

- A) Logo
- B) Slogan**
- C) Headline
- D) Jingle

4. In 1941, which brand aired the first-ever legal television commercial in the United States?

- A) General Motors
- B) Bulova**
- C) Kellogg's
- D) Kodak

5. Which invention in the 15th century allowed for the mass production of printed advertisements like posters and handbills?

- A) The Telegraph
- B) The Printing Press**
- C) The Camera
- D) The Typewriter

6. What iconic advertising character, introduced in 1955, represents a famous fast-food chain?

- A) Ronald McDonald**
- B) The Burger King
- C) Colonel Sanders
- D) Wendy

7. What type of advertising is displayed on the sides of buses, trains, or subways?

- A) Print advertising
- B) Direct mail
- C) Transit advertising**
- D) Email marketing

8. Which famous cigarette brand used the 'Marlboro Man' campaign starting in the 1950s to market its products?

- A) Camel
- B) Lucky Strike
- C) Marlboro**
- D) Chesterfield