

# Advertising History Essentials

Advertising History · Answer Key · 18 Questions

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**1. Which medium was used for the first paid radio advertisement, aired in New York in 1922?**

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

**2. What is the name of the 'Father of Advertising' who founded the first advertising agency in Philadelphia in 1841?**

- A) David Ogilvy
- B) Volney B. Palmer**
- C) Leo Burnett
- D) Albert Lasker

**3. In 1941, the first legal television commercial aired in the United States. What product was being advertised?**

- A) Coca-Cola
- B) Ford Motor Company
- C) Bulova Watches**
- D) Kellogg's Corn Flakes

**4. The concept of 'Unique Selling Proposition' (USP) was introduced by which advertising executive?**

- A) Rosser Reeves**
- B) Bill Bernbach
- C) Claude Hopkins
- D) Mary Wells Lawrence

**5. Which company is credited with creating the modern image of Santa Claus in a red suit for their holiday campaigns starting in 1931?**

- A) Pepsi
- B) Coca-Cola**
- C) Cadbury
- D) Nestle

**6. What was the first product to be advertised using a neon sign in the United States, installed in 1923?**

- A) Packard**
- B) Chevrolet
- C) Coca-Cola
- D) General Electric

**7. Before the era of broadcast media, what was the primary method for mass-market advertising in the 19th century?**

- A) Radio spots
- B) Print posters and broadsides**
- C) Direct mail
- D) Email marketing

**8. The 'Think Small' campaign, considered one of the most successful in advertising history, was for which car?**

- A) Ford Mustang
- B) Volkswagen Beetle**
- C) Mini Cooper
- D) Fiat 500

**9. What term refers to the first type of mass-produced, printed advertisements featuring hand-drawn illustrations?**

- A) Infomercials
- B) Trade cards**
- C) Pop-ups
- D) Social media ads

**10. Which famous 1984 Super Bowl commercial introduced the Apple Macintosh to the world?**

- A) 1984**
- B) The Big Reveal
- C) Think Different
- D) Hello World

**11. What is the oldest form of outdoor advertising, which dates back to ancient civilizations like Egypt and Rome?**

- A) Digital billboards
- B) Painted wall signs**
- C) Papyrus posters
- D) Neon signs

**12. Which advertising agency is famous for the 'Got Milk?' campaign launched in 1993?**

**A) Goodby, Silverstein & Partners**

- B) Ogilvy & Mather
- C) J. Walter Thompson
- D) McCann Erickson

**13. In advertising history, what does the acronym 'AIDA' stand for?**

**A) Attention, Interest, Desire, Action**

- B) Analysis, Insight, Data, Audience
- C) Advertising, Ideas, Design, Art
- D) Account, Industry, Delivery, Appraisal

**14. Which company produced the first-ever infomercial in the early 1980s?**

- A) KitchenAid
- B) NutriSystem

**C) VitaMix**

- D) SharkNinja

**15. What did the advertising slogan 'A Diamond is Forever,' created by N.W. Ayer in 1947, successfully promote?**

- A) Gold mining

**B) De Beers diamonds**

- C) Jewelry insurance
- D) Wedding planning services

**16. Which famous cereal mascot was introduced by Kellogg's in 1952 to target the children's market?**

**A) Tony the Tiger**

- B) Toucan Sam
- C) Cap'n Crunch
- D) Lucky the Leprechaun

**17. In the 1950s, the 'Marlboro Man' campaign was created to shift the public perception of which product?**

- A) Menthol cigarettes

**B) Filtered cigarettes**

- C) Lighter fluid
- D) Smoking pipes

**18. The first commercial advertisement in a newspaper in the English-speaking world appeared in 1625 in what publication?**

- A) The London Gazette
- B) The Daily Courant
- C) Mercurius Britannicus**
- D) The Times