

Advertising History Essentials

Advertising History · Practice Test · 18 Questions

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