

History of Advertising

History · Answer Key · 10 Questions

1. What was one of the earliest forms of printed advertising used in Ancient Egypt to announce public notices and lost property?

- A) Papyrus posters**
- B) Stone tablets
- C) Clay scrolls
- D) Silk banners

2. During the 18th century, which invention significantly increased the reach and speed of newspaper advertisements?

- A) The telegraph
- B) The steam-powered printing press**
- C) The typewriter
- D) The lightbulb

3. In the late 19th century, which famous American company used 'The Coca-Cola Girl' in their print ads to build brand recognition?

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

4. What were the first types of advertisements to be broadcast over the radio in the 1920s called?

- A) Infomercials
- B) Sponsored programs**
- C) Jingles
- D) Spot ads

5. In which decade did the first television commercial appear, promoting a Bulova watch?

- A) 1930s
- B) 1940s**
- C) 1950s
- D) 1960s

6. Before printed newspapers, how did town criers advertise goods or services to the public in medieval markets?

A) By painting signs

B) By shouting announcements

C) By singing songs

D) By handing out flyers

7. What popular 20th-century advertising method used catchy, repetitive rhyming songs to help customers remember a product?

A) Slogans

B) Billboards

C) Jingles

D) Trailers

8. Which invention allowed advertisements to be displayed on tall structures along highways for drivers to see?

A) Billboards

B) Neon signs

C) Projectors

D) Digital screens

9. What are short, memorable phrases used in advertising to help identify a brand, such as 'Just Do It', called?

A) Logos

B) Slogans

C) Scripts

D) Captions

10. In the early 1900s, which common retail advertising method involved sending paper advertisements directly to people's homes?

A) Direct mail

B) Email marketing

C) Social media ads

D) Door-to-door sales