

Cosmic Advertisements: A Hard Look at Advertising History

Advertising History · Answer Key · 16 Questions

1. Which early space-related advertising campaign for a consumer product prominently featured the planet Saturn and its rings?

- A) A campaign for 'Galaxy' chocolate bars in the 1960s.**
- B) A series of print ads for 'Orbit' chewing gum in the late 1980s.
- C) A television commercial for 'Cosmic Cola' during the Apollo missions.
- D) A print advertisement for 'Saturn' brand bicycles in the 1950s.

2. The 'Space Age' inspired a surge in advertising. What specific celestial body's 'exploration' was often depicted in advertisements for domestic appliances during the mid-20th century, symbolizing progress and futuristic living?

- A) Mars, due to its reddish hue and association with the god of war.
- B) The Moon, following the success of lunar missions.**
- C) Jupiter, with its prominent Great Red Spot representing vastness.
- D) Venus, known for its bright appearance and 'evening star' status.

3. In the 1970s, a prominent aerospace company advertised its new aircraft by referencing the atmospheric conditions of which planet, implying superior engineering and resilience?

- A) Mercury, highlighting its extreme temperature variations.
- B) Mars, referencing its thin but present atmosphere.
- C) Venus, emphasizing its dense and corrosive atmosphere.**
- D) Uranus, alluding to its unusual axial tilt.

4. Which major soft drink brand launched an advertising campaign in the early 1980s that utilized imagery of constellations and nebulae to evoke a sense of wonder and cosmic connection?

- A) Pepsi**
- B) Coca-Cola
- C) Dr Pepper
- D) Sprite

5. A certain luxury car manufacturer, in the late 1990s, positioned its vehicles as offering an 'out-of-this-world' driving experience by comparing their advanced navigation systems to tracking technologies used for which distant celestial object?

- A) The Andromeda Galaxy.
- B) Pluto, then considered the ninth planet.**
- C) The Crab Nebula.
- D) The Kuiper Belt.

6. During the Cold War, space race propaganda often found its way into advertising. What astronomical phenomenon was frequently used metaphorically in advertising to represent progress and forward momentum, particularly in relation to technological advancements?

- A) The Aurora Borealis.
- B) A solar eclipse.
- C) A comet's tail.**
- D) A supernova.

7. Which advertising agency famously used the concept of 'cosmic dust' in a campaign for a powdered cleaning product in the 1960s, linking the product's effectiveness to the fundamental building blocks of the universe?

- A) Ogilvy & Mather
- B) J. Walter Thompson**
- C) Leo Burnett
- D) Young & Rubicam

8. In the 2000s, a tech company promoted its new operating system with advertisements that depicted the user interface evolving and expanding like a developing galaxy. Which specific type of galaxy was visually emulated in these advertisements?

- A) Elliptical galaxy
- B) Irregular galaxy
- C) Lenticular galaxy
- D) Spiral galaxy**

9. A series of iconic advertisements for a brand of instant coffee in the 1970s used the tagline 'Reach for the stars,' and featured visuals of astronauts floating in zero gravity. What specific astronomical body was often subtly incorporated into the background of these ads, representing a distant goal?

- A) Alpha Centauri
- B) Proxima Centauri
- C) Sirius
- D) Polaris**

10. The concept of 'dark matter' was creatively integrated into a print campaign for a high-end audio system in the late 1990s. How was 'dark matter' represented in these ads to convey the product's superior sound quality?

- A) As an invisible force that shapes the sound waves.**
- B) As a mysterious void that absorbs unwanted noise.
- C) As an unseen energy that powers the speakers.
- D) As a gravitational pull that enhances bass frequencies.

11. Which major airline, in a campaign targeting business travelers in the early 2000s, used imagery of the vastness of space and the precise trajectories of interstellar objects to highlight its efficiency and punctuality?

- A) British Airways
- B) Lufthansa**
- C) Singapore Airlines
- D) Emirates

12. A popular toy advertisement in the late 1970s for a science fiction-themed action figure often featured stylized depictions of nebulae. Which specific color palette was most commonly used to represent these nebulae, mirroring actual astronomical observations?

- A) Predominantly reds and oranges.
- B) Deep blues and purples.**
- C) Vibrant greens and yellows.
- D) Monochromatic grays and whites.

13. In a daring advertising stunt in the 1960s, a brand of meteorologically-themed bottled water claimed its purity was comparable to the pristine conditions found in the upper atmosphere of which gas giant planet, known for its swirling clouds?

- A) Saturn
- B) Jupiter**
- C) Neptune
- D) Uranus

14. A controversial advertisement for a brand of fast food in the early 2000s used an analogy comparing its rapid delivery service to the perceived speed of light, referencing the limitations of physics. Which fundamental constant was indirectly alluded to in this comparison?

- A) Planck's constant
- B) The gravitational constant
- C) The speed of light (c)**
- D) Avogadro's number

15. A campaign for a brand of futuristic-looking footwear in the 1980s drew inspiration from the unique geological features of which terrestrial planet, known for its extensive canyon systems?

- A) Mars**
- B) Venus
- C) Mercury
- D) Earth (specifically, geological formations on Earth).

16. In the realm of advertising, the phenomenon of 'cosmic background radiation' was once used metaphorically. For what type of product or service was this 'background noise' concept employed to represent subtle, underlying quality or richness?

A) A brand of noise-canceling headphones.

B) A premium blend of coffee.

C) A high-frequency trading platform.

D) A sound-wave analysis software.