

Advertising History for Kids

Advertising History · Answer Key · 18 Questions

1. What were the very first advertisements in ancient times often carved onto?

A) Ice blocks

B) Stone or clay tablets

C) Plastic bottles

D) Computer screens

2. Before radio and TV, how did people mostly see advertisements for traveling circuses?

A) Printed posters on walls

B) Text messages

C) Emails

D) Video games

3. Which invention allowed advertisements to be printed in large quantities for the first time?

A) The magnifying glass

B) The printing press

C) The toaster

D) The bicycle

4. In the early 1900s, what were small cards featuring pretty pictures that came inside tea or cigarette boxes called?

A) Trading cards

B) Credit cards

C) Library cards

D) Greeting cards

5. What was the first medium to bring live audio advertisements into people's living rooms?

A) The radio

B) The internet

C) The telegraph

D) The cinema

6. In the 1950s, what new household device became the most popular way for companies to show commercials?

A) The washing machine

B) The television

C) The vacuum cleaner

D) The microwave

7. What were the first types of advertisements in newspapers called?

A) Classifieds

B) Social media posts

C) Pop-up videos

D) Audio clips

8. What do companies often use to make their brand easily recognizable, like a Golden Arch or a swoosh?

A) A logo

B) A recipe

C) A password

D) A shopping list

9. Which famous character was created by a tire company to help sell tires and promote safety?

A) The Michelin Man

B) Santa Claus

C) Spider-Man

D) Paddington Bear

10. What is a 'jingle' in advertising history?

A) A short song about a product

B) A type of shoe

C) A paper airplane

D) A heavy metal tool

11. Before neon signs, what were outdoor advertisements usually painted directly onto?

A) Buildings or wooden boards

B) The moon

C) Clouds

D) Raindrops

12. What did early advertising 'criers' do in town squares to let people know about goods for sale?

A) They shouted announcements

- B) They played drums
- C) They sent carrier pigeons
- D) They drew on the ground

13. What was the name of the first full-color magazine advertisement, often used to sell soaps or foods?

A) Lithograph advertisement

- B) Digital display
- C) Hologram
- D) Flash drive

14. What kind of characters did companies start using in the 1920s to make cereal brands more fun for children?

A) Cartoon mascots

- B) Real politicians
- C) Historical explorers
- D) Professional athletes

15. What do we call the 'billboards' that were first used on the sides of horse-drawn carriages?

A) Moving advertisements

- B) Digital clouds
- C) Space stations
- D) Deep sea signs

16. What did companies attach to balloons in the early 20th century to get people to look up at their message?

A) Banners

- B) Fireworks
- C) Cameras
- D) Computers

17. In history, what were the colorful posters displayed in train stations meant to encourage?

A) Travel and tourism

- B) Learning to swim
- C) Cleaning bedrooms
- D) Sleeping early

18. What do we call the short, funny stories used in commercials to keep kids interested in a product?

A) Storytelling ads

B) Math problems

C) Weather reports

D) Safety drills