

Advertising History for Kids

Advertising History · Practice Test · 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