

Landmarks in Marketing History

Marketing · Answer Key · 18 Questions

1. What is widely considered the first television commercial, broadcast in the United States in 1941?

- A) Bulova Watches**
- B) Coca-Cola
- C) Ford Motor Company
- D) Procter & Gamble

2. Which company is credited with launching the first radio advertisement in the United States in 1922?

- A) AT&T**
- B) General Electric
- C) Westinghouse
- D) NBC

3. In 1954, which brand introduced the 'Marlboro Man' campaign, considered one of the most successful examples of brand repositioning in history?

- A) Philip Morris**
- B) R.J. Reynolds
- C) British American Tobacco
- D) Lorillard Tobacco

4. The term 'Marketing Mix' (the 4 Ps) was first formalized and popularized in the 1960s by which academic?

- A) Philip Kotler
- B) E. Jerome McCarthy**
- C) Theodore Levitt
- D) Michael Porter

5. Which company launched the first banner advertisement on the World Wide Web in 1994?

- A) HotWired**
- B) Netscape
- C) Yahoo!
- D) AOL

6. What was the first product to be advertised using a direct-mail catalog sent to consumers in the late 19th century?

- A) Sears, Roebuck & Co. watches
- B) Montgomery Ward general merchandise**
- C) Tiffany & Co. jewelry
- D) Singer Sewing Machines

7. Which company utilized the first 'product placement' in a film by paying for their brand to appear in the 1927 silent movie 'Wings'?

- A) Hershey's**
- B) Coca-Cola
- C) Ford
- D) General Motors

8. Who is credited with inventing the 'Unique Selling Proposition' (USP) in the 1940s while at the Ted Bates agency?

- A) David Ogilvy
- B) Rosser Reeves**
- C) Leo Burnett
- D) William Bernbach

9. The first billboard advertisements in the United States were used in the 1830s primarily for which industry?

- A) Circuses**
- B) Railroads
- C) Tobacco
- D) Patent medicines

10. In 1999, which company ran the first 'super-bowl' commercial that was entirely crowdsourced from user-generated content?

- A) Doritos**
- B) Budweiser
- C) GoDaddy
- D) Apple

11. What was the first brand to be marketed via a 'jingle' on the radio in 1926?

- A) Wheaties**
- B) Coca-Cola
- C) Pepsi
- D) Maxwell House

12. Which company created the first 'Customer Relationship Management' (CRM) software concept in the 1980s?

A) Siebel Systems

- B) Salesforce
- C) Oracle
- D) SAP

13. The first 'infomercial' was aired in 1949 for which product?

A) Vitamix blender

- B) Veg-O-Matic
- C) Popeil's Pocket Fisherman
- D) Juiceman

14. Which company launched the first 'loyalty program' in the modern sense in 1981 by launching an airline frequent flyer program?

A) American Airlines

- B) United Airlines
- C) Delta Air Lines
- D) Pan Am

15. In 1930, which company established the first 'brand management' system by assigning dedicated managers to each individual soap brand?

A) Procter & Gamble

- B) Unilever
- C) Colgate-Palmolive
- D) Johnson & Johnson

16. The 'Marketing Concept' philosophy, which centers the business around customer needs, gained significant traction in 1960 due to a seminal article by whom?

A) Theodore Levitt

- B) Peter Drucker
- C) Philip Kotler
- D) Gary Hamel

17. What was the first product to use a celebrity endorsement in a national print advertisement in the 1760s (by Josiah Wedgwood)?

A) Royal Family endorsements

- B) Pottery collections
- C) Tobacco products
- D) Textile dyes

18. Which company pioneered the 'Pop-up' advertisement on the internet in the late 1990s?

A) Tripod.com

B) DoubleClick

C) Excite

D) Lycos