

Advanced Advertising History Quiz

Advertising History · Practice Test · 8 Questions

1. What year is generally considered the start of the 'Golden Age of Advertising' in the United States, marked by the rise of sophisticated agencies and brand building?

- A) 1920
- B) 1935
- C) 1941
- D) 1950

2. In what year did the first radio advertisement broadcast in the United States, promoting the residential development of Long Island?

- A) 1918
- B) 1922
- C) 1925
- D) 1929

3. Which early advertising agency, founded in 1869 by Francis Ayer, was the first to operate on a commission basis, charging clients a percentage of their media spend?

- A) J. Walter Thompson
- B) Batten, Barton, Durstine & Osborn (BBDO)
- C) N.W. Ayer & Son
- D) Lord & Thomas

4. The famous 'We Can Do It!' poster, often associated with World War II propaganda, was originally created in 1943 by J. Howard Miller for Westinghouse. What was its initial purpose?

- A) To encourage women to join the workforce
- B) To boost morale among factory workers
- C) To promote the sale of Westinghouse appliances
- D) To recruit soldiers for the war effort

5. What specific year saw the introduction of the first commercially successful television advertisement in the United States, for Bulova watches?

- A) 1939
- B) 1941
- C) 1945
- D) 1947

6. The influential advertising executive David Ogilvy, known for his "Ogilvy on Advertising" book, founded his first agency in 1948. What was its original name?

- A) Ogilvy & Mather
- B) Hewitt, Ogilvy, Benson & Mather
- C) The Philadelphia Research Company
- D) Ogilvy, Benson & Mather

7. In what year did the Federal Trade Commission (FTC) in the United States begin its serious efforts to regulate advertising, particularly concerning deceptive practices?

- A) 1914
- B) 1938
- C) 1952
- D) 1965

8. The iconic Coca-Cola advertising campaign featuring Santa Claus was significantly popularized starting in what decade, thanks to the work of artist Haddon Sundblom?

- A) 1920s
- B) 1930s
- C) 1940s
- D) 1950s