

The History of Advertising Fun

Advertising History · Answer Key · 25 Questions

1. Long ago, before televisions, what did people use to show their advertisements on the street?

A) Wooden signs

- B) Digital screens
- C) Cell phones
- D) Holograms

2. What was the first type of mass-produced printed advertisement in England called?

A) The Handbill

- B) The Pop-up
- C) The Tablet
- D) The Email

3. What invention made it possible for people to see advertisements inside their own homes for the first time?

A) Television

- B) The internet
- C) The airplane
- D) The submarine

4. In the 1800s, what did companies often put in newspapers to tell people about their soap or medicine?

A) Classified ads

- B) Interactive games
- C) Video clips
- D) Audio files

5. What kind of animal was famously used in early advertisements to sell cereal?

A) Tiger

- B) Lion
- C) Elephant
- D) Giraffe

6. Before color printing was common, most advertisements in newspapers were printed in which two colors?

A) Black and white

- B) Red and yellow
- C) Blue and green
- D) Purple and orange

7. Which famous soda brand introduced a jolly version of Santa Claus in their advertisements in the 1930s?

A) Coca-Cola

B) Pepsi

C) Sprite

D) Fanta

8. What is the name for the catchy short songs used in radio and TV advertisements to help people remember a product?

A) Jingles

B) Raps

C) Operas

D) Symphonies

9. Large pictures placed on the side of tall buildings or roads to show advertisements are called what?

A) Billboards

B) Post-its

C) Stickers

D) Postcards

10. What was one of the very first things ever sold using an advertisement in a printed book?

A) A prayer book

B) A video game

C) A smart watch

D) A plastic toy

11. In the early days of radio, what was the primary way companies told people about their products?

A) Spoken announcements

B) Text messages

C) Pop-up windows

D) Slide shows

12. What do we call a person who creates the ideas and drawings for an advertisement?

A) Graphic designer

B) Pilot

C) Doctor

D) Chef

13. Which common store feature was used to display products clearly to people walking by on the street?

A) Glass shop window

- B) Hidden basement
- C) Locked cabinet
- D) Car trunk

14. Before cars were common, how did companies often distribute their advertisements to people in towns?

A) Handed out on paper

- B) Sent by drones
- C) Displayed on jets
- D) Sent via text

15. What kind of colorful images were often used on product packaging to attract children?

A) Cartoon characters

- B) Stock market charts
- C) Maps of cities
- D) Legal documents

16. What did early advertisers use to make their posters stand out on busy city walls?

A) Bright colors

- B) Invisible ink
- C) Blank space
- D) Smell-o-vision

17. What was the purpose of early 'trade cards' given to customers by shopkeepers?

A) To show store info

- B) To play poker
- C) To learn math
- D) To bake cakes

18. Which tool is used to make a giant banner for an outdoor advertisement?

A) A large printing press

- B) A tiny stapler
- C) A sewing needle
- D) A glue stick

19. What do we call the 'mascot' that represents a company in advertisements?

A) Brand character

- B) Robot
- C) Space alien
- D) Weather reporter

20. Why did companies start putting their name on the outside of their shipping boxes?

A) So people could see the brand

- B) To hide the contents
- C) To make the box heavy
- D) To stop it from rain

21. What was the main goal of early advertisements in newspapers?

A) To sell items

- B) To tell the news
- C) To teach grammar
- D) To list birthdays

22. Which of these was a common way to advertise a traveling circus long ago?

A) Large posters

- B) The internet
- C) Social media
- D) Smart TVs

23. In the early 1900s, where were advertisements often painted to be seen by many people?

A) On the sides of barns

- B) On the moon
- C) On the inside of clouds
- D) On the ocean floor

24. What is the term for a short, clever phrase used in an advertisement to help people remember the product?

A) Slogan

- B) Sentence
- C) Paragraph
- D) Story

25. What did companies use to deliver advertisements to houses before digital mail?

A) Postal mail

B) Telepathy

C) Pigeons

D) Bicycles