

The History of Advertising Fun

Advertising History · Practice Test · 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