

Advertising History: Beyond the Billboards

Advertising History · Answer Key · 15 Questions

1. What early form of mass advertising, predating newspapers, involved public criers announcing news and advertisements in ancient Roman cities?

- A) Hieroglyphic inscriptions
- B) Town criers**
- C) Papyrus scrolls
- D) Clay tablet pronouncements

2. The first newspaper advertisements in England, appearing in the 17th century, were primarily used for the promotion of what type of product or service?

- A) Medical remedies and elixirs**
- B) Luxury silks and spices
- C) Newspapers themselves
- D) Tabloid sensationalism

3. Which iconic American advertising slogan, created by Claude Hopkins for Pepsodent toothpaste in the early 20th century, focused on a specific, tangible benefit of cleanliness?

- A) "It floats!"
- B) "The pause that refreshes"
- C) "A cleaner, brighter smile"**
- D) "Chases dirt!"

4. The development of which advertising medium in the early 20th century revolutionized how visual advertising reached the masses, leading to vibrant and colourful print ads?

- A) Radio broadcasting
- B) Early cinema
- C) Four-color printing presses**
- D) The telegraph

5. During World War I, what was a primary purpose of government-sponsored propaganda posters beyond recruitment and morale?

- A) Promoting consumerism
- B) Encouraging rationing and war bond purchases**
- C) Criticizing enemy nations
- D) Documenting battlefield events

6. What significant shift occurred in advertising in the 1920s with the rise of radio, impacting the nature of advertisements from primarily visual to also what?

A) Interactive and personalized

B) Auditory and narrative-driven

C) Short-form and jingle-based

D) Geographically targeted

7. The advertising agency Batten, Barton, Durstine & Osborn (BBDO) was formed in 1928 through the merger of which two prominent agencies?

A) J. Walter Thompson and Ogilvy & Mather

B) Batten & Batten and Durstine & Osborn

C) Batten & Durstine and Charles Austin Bates Agency

D) Young & Rubicam and DDB

8. What was the significance of the establishment of the first advertising code of ethics by the American Association of Advertising Agencies (AAAA) in 1924?

A) It mandated truthfulness and fairness in advertising

B) It introduced legal penalties for misleading ads

C) It standardized advertising measurement

D) It outlawed comparative advertising

9. The post-World War II economic boom in the United States saw a significant increase in advertising budgets, particularly for which product category, appealing to suburban lifestyles?

A) Luxury goods and services

B) Durable household goods and appliances

C) Educational materials

D) Travel and leisure

10. What pioneering advertising campaign, launched in the 1950s, is often credited with popularizing the concept of 'lifestyle advertising' and associating products with aspirational living?

A) Volkswagen's "Think Small"

B) De Beers' "A Diamond is Forever"

C) Marlboro's "The Marlboro Man"

D) Coca-Cola's "Hilltop"

11. The 'Mad Men' era of the 1960s is characterized by a shift in advertising towards what type of creative approach, moving away from purely product features?

A) Direct response marketing

B) Emotional appeals and psychological insights

C) Demonstrations and testimonials

D) Humorous and satirical content

12. What major technological advancement in the late 20th century began to fundamentally change the advertising landscape by allowing for more targeted and interactive campaigns?

A) The invention of the inkjet printer

B) The development of the personal computer and the internet

C) The creation of high-definition television

D) The widespread adoption of mobile phones

13. The rise of digital advertising in the late 1990s and early 2000s saw the introduction of what novel advertising format that appears as small, banner-like images on websites?

A) Video pre-roll ads

B) Native advertising

C) Pop-up ads

D) Banner ads

14. What social media platform, launched in 2004, revolutionized advertising by enabling brands to engage directly with consumers through profiles and targeted content?

A) Twitter

B) MySpace

C) Facebook

D) LinkedIn

15. The development of 'big data' and advanced analytics in the 21st century has led to a significant increase in what type of advertising, tailored to individual user behavior and preferences?

A) Mass media advertising

B) Programmatic advertising

C) Print advertising

D) Outdoor advertising