

# Advertising History: Beyond the Billboards

Advertising History · Practice Test · 15 Questions

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**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