

Pillars of Advertising: A Historical Quiz

Advertising History · Answer Key · 8 Questions

1. What early form of advertising, using printed posters and handbills, became prominent in ancient civilizations like Rome and Greece?

- A) Digital display ads
- B) Social media campaigns
- C) Public notices and inscriptions**
- D) Radio commercials

2. The development of which invention in the 15th century significantly enabled mass production and distribution of printed advertisements?

- A) The telegraph
- B) The printing press**
- C) The steam engine
- D) The photograph

3. Who is widely credited with coining the term "advertising" and establishing one of the first advertising agencies in Philadelphia in the mid-18th century?

- A) Benjamin Franklin**
- B) Thomas Jefferson
- C) George Washington
- D) John Adams

4. Which medium revolutionized advertising in the early 20th century by allowing for visual and auditory storytelling on a mass scale?

- A) Newspapers
- B) Magazines
- C) Radio**
- D) Cinema

5. The rise of mass consumerism and branding in the late 19th and early 20th centuries was significantly driven by the widespread availability of what?

- A) Personal computers
- B) Factory-produced goods**
- C) The internet
- D) Mobile phones

6. What iconic American advertising slogan, created by Claude Hopkins for Pepsodent toothpaste, emphasized the product's benefit of a "film"-free shine?

A) "Just a spoonful a day"

B) "It floats!"

C) "9 out of 10 dentists recommend"

D) "The Pause That Refreshes"

7. The "Mad Men" era, often associated with the mid-20th century, saw a significant shift towards what type of advertising approach?

A) Direct mail marketing

B) Informational and factual advertising

C) Emotional and psychological appeals

D) Print-only campaigns

8. What major technological advancement in the late 20th century fundamentally changed the advertising landscape by enabling targeted and interactive campaigns?

A) The automobile

B) The telephone

C) The television

D) The internet