

Pillars of Advertising: A Historical Quiz

Advertising History · Practice Test · 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