

Landmarks in Advertising History

Advertising History · Answer Key · 18 Questions

1. What was the first product to be advertised on a television commercial in the United States in 1941?

A) Bulova Watches

B) Coca-Cola

C) Ford Motor Company

D) Procter & Gamble Soap

2. Which company is credited with creating the modern image of Santa Claus in a red suit through their holiday advertising campaigns starting in the 1930s?

A) Pepsi

B) Coca-Cola

C) Cadbury

D) Hershey's

3. In 1922, which New York radio station broadcast the first paid radio advertisement?

A) WNBC

B) WABC

C) WEAJ

D) WJZ

4. What is the name of the long-running advertising mascot for Michelin tires, introduced in 1898?

A) Bibendum

B) The Michelin Man

C) Tire-Guy

D) Rubber-Rex

5. The 'Think Small' campaign, considered one of the greatest advertising campaigns of the 20th century, promoted which vehicle?

A) Ford Mustang

B) Mini Cooper

C) Volkswagen Beetle

D) Fiat 500

6. Who was the 'father of advertising' who founded the agency J. Walter Thompson?

A) David Ogilvy

B) Leo Burnett

C) James Walter Thompson

D) Albert Lasker

7. Which invention in the 15th century is widely considered the catalyst for the birth of modern advertising?

- A) The Steam Press
- B) The Printing Press**
- C) The Telegraph
- D) The Typewriter

8. In which decade did the first banner advertisement appear on the World Wide Web?

- A) 1970s
- B) 1980s
- C) 1990s**
- D) 2000s

9. The Marlboro Man campaign, which began in the 1950s, was originally designed to promote what aspect of the product?

- A) Filtered cigarettes**
- B) Low-tar content
- C) Menthol flavor
- D) Premium tobacco

10. Which advertising agency created the iconic '1984' commercial to introduce the Apple Macintosh?

- A) BBDO
- B) Chiat/Day**
- C) Ogilvy & Mather
- D) McCann Erickson

11. What was the first brand to be advertised in the pages of a newspaper in English, appearing in 1625?

- A) Tobacco
- B) Tea
- C) Books**
- D) Medicine

12. The 'Got Milk?' campaign was launched by the California Milk Processor Board in what year?

- A) 1983
- B) 1993**
- C) 2003
- D) 1973

13. Before moving to print, where were the earliest forms of outdoor advertising typically located?

- A) City gates
- B) Public baths
- C) Market stalls**
- D) Bridge railings

14. Which company's 'A Diamond is Forever' campaign is credited with establishing the diamond engagement ring tradition?

- A) Tiffany & Co.
- B) De Beers**
- C) Cartier
- D) Harry Winston

15. In the 1950s, the concept of the 'Unique Selling Proposition' (USP) was pioneered by which advertising executive?

- A) Rosser Reeves**
- B) Bill Bernbach
- C) Mary Wells Lawrence
- D) George Gallup

16. Which magazine published the first full-page color advertisement in 1898?

- A) The Saturday Evening Post
- B) Life Magazine
- C) Ladies' Home Journal**
- D) Time Magazine

17. The first 'infomercial' is widely cited as appearing in the 1980s, but which product category pioneered the long-form television format?

- A) Home appliances
- B) Kitchen gadgets**
- C) Fitness equipment
- D) Cosmetics

18. The iconic 'I'd Like to Buy the World a Coke' commercial first aired in what year?

- A) 1961
- B) 1971**
- C) 1981
- D) 1991