

Landmarks in Advertising History

Advertising History · Practice Test · 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