

Historical Milestones in Branding

History Of Branding · Answer Key · 15 Questions

1. Which ancient civilization is credited with being among the first to use potters' marks to identify the maker of ceramic goods?

- A) The Romans
- B) The Ancient Greeks**
- C) The Egyptians
- D) The Mesopotamians

2. The Trade Marks Act of 1875, which established the first official trademark registration system in the world, was enacted in which country?

- A) United States
- B) United Kingdom**
- C) Germany
- D) France

3. Which company holds the trademark for the 'Red' color used specifically on their product packaging, registered with the USPTO in 1923?

- A) Coca-Cola
- B) Campbell Soup Company**
- C) Ferrari
- D) Kodak

4. What is the oldest continuously used logo in history, first trademarked in 1876?

- A) Bass Ale's red triangle**
- B) The Coca-Cola script
- C) The Prudential 'Rock'
- D) The Mercedes-Benz star

5. In 1886, John Pemberton created Coca-Cola; the iconic Spencerian script logo was designed shortly after by his partner, who was also his bookkeeper?

- A) Asa Griggs Candler
- B) Frank Mason Robinson**
- C) Robert Woodruff
- D) John Stith Pemberton

6. The Michelin Man, or Bibendum, made his debut in 1898; he was created because the founders noticed a stack of tires resembled what?

A) A human figure

B) A train wheel

C) A castle tower

D) A set of drums

7. Which company launched the 'Swoosh' logo in 1971, designed by Carolyn Davidson for a fee of \$35?

A) Adidas

B) Puma

C) Nike

D) Reebok

8. The first radio commercial, which helped solidify the brand identity of the Queensboro Corporation, aired in which year?

A) 1912

B) 1922

C) 1932

D) 1942

9. Which brand was the first to use a 'mascot' character on its packaging, specifically the 'Quaker Man' in 1877?

A) Kellogg's

B) Quaker Oats

C) General Mills

D) Post Cereals

10. The 'Pillsbury Doughboy,' officially known as Poppin' Fresh, was introduced in what year?

A) 1955

B) 1965

C) 1975

D) 1985

11. Before becoming a global technology brand, the company Apple Inc. was registered as a partnership on April 1, 1976, by Steve Jobs, Steve Wozniak, and whom?

A) Ronald Wayne

B) Bill Gates

C) Paul Allen

D) Tim Cook

12. Which luxury fashion brand famously used its interlocking 'GG' logo for the first time in the 1960s to honor its founder, Guccio Gucci?

- A) Prada
- B) Chanel
- C) Gucci**
- D) Hermès

13. The iconic 'Golden Arches' of McDonald's were first used as architectural features of a restaurant building in which year?

- A) 1943
- B) 1953**
- C) 1963
- D) 1973

14. Which company debuted the 'Marlboro Man' campaign in 1954 to successfully transition the brand from a 'women's cigarette' to a masculine image?

- A) Philip Morris**
- B) R.J. Reynolds
- C) British American Tobacco
- D) Liggett & Myers

15. In 1915, the Root Glass Company designed the famous 'contour bottle' for which brand to ensure it could be recognized even in the dark?

- A) Pepsi-Cola
- B) Dr Pepper
- C) Coca-Cola**
- D) Canada Dry