

Pioneering Moments in Advertising

Advertising History · Answer Key · 19 Questions

1. What ancient form of mass communication, predating widespread printing, is considered an early precursor to advertising by leaving messages for the public?

- A) Cuneiform tablets announcing marketplace goods
- B) Hieroglyphic inscriptions on public monuments**
- C) Cave paintings depicting hunting success
- D) Papyrus scrolls listing temple offerings

2. Which technological invention in the late 15th century democratized the creation and dissemination of advertising, enabling mass production of posters and flyers?

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

3. The first recorded use of a public crier in advertising dates back to which era, signaling the emergence of vocalized promotion?

- A) Ancient Rome**
- B) Medieval Europe
- C) Renaissance Italy
- D) Colonial America

4. What innovative advertising medium, first employed in the late 19th century, allowed for the dynamic display of messages and images in public spaces, often through illuminated signs?

- A) Billboards
- B) Neon signs**
- C) Cinema advertisements
- D) Radio jingles

5. The first newspaper advertisement in England appeared in which 17th-century publication, marking a significant step in print advertising?

- A) The London Gazette**
- B) The Illustrated London News
- C) The Times
- D) The Tatler

6. Who is credited with opening the first 'advertising agency' in the modern sense in the mid-19th century, acting as an intermediary between advertisers and publishers?

A) Volney B. Palmer

B) Thomas J. Barratt

C) Albert Lasker

D) John Wanamaker

7. The development of what specific printing technique in the 19th century allowed for the mass production of colorful and intricate advertisements, revolutionizing poster art?

A) Lithography

B) Woodcut printing

C) Engraving

D) Letterpress

8. What invention in the early 20th century enabled advertisers to reach audiences directly in their homes, leading to the rise of broadcast advertising?

A) The telephone

B) The cinema projector

C) The radio

D) The television

9. The concept of 'brand identity' as a deliberate marketing strategy began to gain traction in the late 19th and early 20th centuries, spearheaded by pioneers who focused on consistent visual elements. Which of these was a very early adopter and influential figure in establishing a distinct brand image?

A) Coca-Cola

B) De Beers

C) Ford

D) Ivory Soap

10. The first known advertisement to use persuasive psychology and emotional appeals, moving beyond simple announcements, is often attributed to a campaign for what product in the early 20th century?

A) Pears' Soap

B) Coca-Cola

C) Kellogg's Corn Flakes

D) Ford Model T

11. What form of early outdoor advertising, prevalent in the 19th century, involved painting advertisements directly onto buildings?

A) Mural advertising

B) Ghost signs

C) Hanging banners

D) Carved signs

12. The invention of what process in the late 19th century made it possible to reproduce photographs in newspapers and magazines, dramatically improving the visual quality of advertising?

A) Offset lithography

B) Halftone printing

C) Rotogravure

D) Screen printing

13. Which early advertising scholar and practitioner is widely recognized for developing the 'AIDA' model (Attention, Interest, Desire, Action) in the early 20th century, a foundational concept in advertising strategy?

A) Claude C. Hopkins

B) David Ogilvy

C) Elmo Lewis

D) John E. Kennedy

14. The first commercial radio advertisement in the United States aired in 1922 for what product, marking the beginning of a new era in mass media advertising?

A) Wheaties cereal

B) Eveready batteries

C) Domino Sugar

D) Procter & Gamble soap

15. What early 20th-century advertising innovation involved creating fictional characters or testimonials to promote products, a technique that became highly influential?

A) Product placement

B) Endorsement advertising

C) Jingle creation

D) Direct mail marketing

16. The first large-scale, nationwide advertising campaign in the United States, aimed at promoting a specific commodity and establishing its value, was for what agricultural product in the early 20th century?

A) Oranges

B) Beef

C) Wheat

D) Milk

17. What invention in the late 19th century significantly impacted outdoor advertising by allowing for larger, more durable, and more visually appealing signage that could be seen from a distance?

A) The typewriter

B) The electric light bulb

C) The automobile

D) The telephone exchange

18. The first televised advertisement in the United States was broadcast in 1941 during a baseball game. For what product was this pioneering commercial?

A) Coca-Cola

B) Bulova watches

C) Chevrolet cars

D) Camel cigarettes

19. Which British advertiser is often credited with pioneering the use of brand imagery and consistent advertising across multiple media in the late 19th century, particularly with his 'Pears' Soap' campaigns?

A) Thomas J. Barratt

B) William Henry Lever

C) Lord Northcliffe

D) Lord Beaverbrook