

Milestones in Advertising History

Advertising History · Answer Key · 18 Questions

1. What is widely considered the first printed advertisement in the English language, posted by William Caxton in 1477?

- A) An advertisement for a luxury watch
- B) An advertisement for a religious book**
- C) An advertisement for a printing press
- D) An advertisement for imported wine

2. Which company is credited with launching the first televised commercial in the United States, aired on July 1, 1941, during a baseball game?

- A) Bulova**
- B) Coca-Cola
- C) General Electric
- D) Ford

3. In 1922, the first paid radio advertisement was broadcast on WEAF in New York City for which type of commercial entity?

- A) Automobile manufacturers
- B) Real estate developments**
- C) Breakfast cereal brands
- D) Department stores

4. Who is credited with creating the first 'pop-up' advertisement on the web in 1994, originally designed as a way to circumvent ad blockers of the time?

- A) Larry Page
- B) Ethan Zuckerman**
- C) Marc Andreessen
- D) Tim Berners-Lee

5. The first known outdoor advertising 'billboard' rental occurred in 1835 in which city, featuring circus advertisements?

- A) London
- B) New York City**
- C) Paris
- D) Philadelphia

6. What was the subject of the first banner advertisement ever sold on the web, appearing on HotWired in 1994?

- A) AT&T**
- B) Apple
- C) Microsoft
- D) IBM

7. In 1873, the first registered trademark in the United States was granted to which brand?

- A) Coca-Cola
- B) Underwood Deviled Ham**
- C) Ivory Soap
- D) Heinz Ketchup

8. The 'Pears Soap' campaign in the late 19th century is historically significant for being the first to utilize what marketing strategy?

- A) Celebrity testimonials
- B) Artistic appropriation of fine art**
- C) Direct mail coupons
- D) Radio jingles

9. Before the era of digital tracking, which agency pioneered the use of the 'Unique Selling Proposition' (USP) in the 1940s?

- A) Ogilvy & Mather
- B) Ted Bates & Co.**
- C) J. Walter Thompson
- D) BBDO

10. In 1998, Google revolutionized advertising by introducing which system that changed how ads were priced and positioned?

- A) AdWords
- B) AdSense
- C) CPM bidding
- D) Cost-per-click (CPC)**

11. Which brand was the first to use a 'talking' commercial in a motion picture advertisement in 1928?

- A) Camel Cigarettes**
- B) Ford Motor Company
- C) Chevrolet
- D) Kellogg's

12. What was the first product to be advertised via a sponsored mobile text message campaign in 2000?

- A) McDonald's
- B) Nike
- C) Finnish news service**
- D) Coca-Cola

13. The first 'infomercial' was produced in 1949 to promote which specific product?

- A) A kitchen blender**
- B) A home weight loss program
- C) A Ginsu knife
- D) A vacuum cleaner

14. Which company launched the first 'Ad-supported' television network in the UK, Channel 4, in 1982?

- A) The BBC
- B) The Independent Broadcasting Authority**
- C) ITV
- D) Sky

15. In 1954, Marlboro transitioned from a 'women's cigarette' to a 'man's cigarette' using which historical first in branding?

- A) The Marlboro Man persona**
- B) A mascot-based cartoon
- C) A color-coded box design
- D) A direct-mail lottery

16. What is considered the first 'viral' video advertisement, released by Nike in 2005 featuring Ronaldinho?

- A) Joga Bonito
- B) Touch of Gold**
- C) Just Do It
- D) Write the Future

17. The 'Father of Advertising,' Volney B. Palmer, established the first advertising agency in 1841 in which city?

- A) Boston
- B) Philadelphia**
- C) New York
- D) Chicago

18. In 1968, which brand aired the first TV commercial specifically targeted at the African American demographic?

A) Pepsi

B) Ford

C) McDonald's

D) General Motors