

Milestones in Advertising History

Advertising History · Answer Key · 25 Questions

1. Which invention in the mid-19th century allowed for the first 'advertising agencies' to act as space brokers for newspapers?

- A) The Telegraph
- B) The Rotary Printing Press**
- C) The Steam Locomotive
- D) The Linotype Machine

2. Volney B. Palmer is credited with establishing the first American advertising agency in which year?

- A) 1841**
- B) 1865
- C) 1880
- D) 1902

3. In 1922, which radio station broadcast the first paid radio advertisement, featuring an apartment complex in Queens, New York?

- A) KDKA
- B) WEAJ**
- C) WNBC
- D) WCBS

4. What was the primary focus of the 'Truth in Advertising' movement initiated by the Associated Advertising Clubs of America in 1911?

- A) Political transparency
- B) False medical claims in patent medicines**
- C) Celebrity endorsements
- D) Tax evasion

5. Which company is widely credited with creating the first modern 'brand identity' mascot in 1914, the Michelin Man (Bibendum)?

- A) Coca-Cola
- B) Ford Motor Company
- C) Michelin**
- D) General Electric

6. The first televised advertisement in the United States aired in 1941 for which product?

- A) Bulova Watches**
- B) Coca-Cola
- C) Chevrolet
- D) Lucky Strike Cigarettes

7. During the 1950s, which advertising figure created the 'Man in the Hathaway Shirt,' famous for wearing an eye patch?

- A) David Ogilvy**
- B) Leo Burnett
- C) Bill Bernbach
- D) Rosser Reeves

8. What marketing concept, popularized by Rosser Reeves in the 1950s, refers to a unique benefit that competitors cannot offer?

- A) Market Segmentation
- B) Unique Selling Proposition (USP)**
- C) Brand Equity
- D) Consumer Insight

9. In 1938, which advertising executive pioneered the 'Hard Sell' approach, often using repetitive jingles?

- A) Albert Lasker
- B) Claude Hopkins
- C) Rosser Reeves**
- D) J. Walter Thompson

10. Which famous 1960s advertising campaign for Volkswagen used self-deprecating humor to emphasize simplicity?

- A) Think Small**
- B) Just Do It
- C) Because You're Worth It
- D) The Ultimate Driving Machine

11. What was the first product ever sold via a banner advertisement on the web in 1994?

- A) AT&T long-distance service**
- B) HotWired subscriptions
- C) Amazon books
- D) The first iPhone

12. Which agency pioneered the 'Creative Revolution' of the 1960s, moving away from hard-sell tactics to more conceptual and witty ads?

A) Doyle Dane Bernbach (DDB)

- B) Ogilvy & Mather
- C) Young & Rubicam
- D) McCann Erickson

13. The 'Got Milk?' campaign, which debuted in 1993, was created by which organization?

A) Dairy Management Inc.

B) California Milk Processor Board

- C) The USDA
- D) Nestle

14. In the 1890s, which company was one of the first to use 'premium' advertising, offering free trading cards with their products?

- A) Heinz
- B) Coca-Cola

C) Duke's Tobacco

D) Quaker Oats

15. Which 1984 Super Bowl commercial, directed by Ridley Scott, introduced the Macintosh personal computer?

A) Lemmings

B) 1984

- C) Think Different
- D) Hello

16. Who is considered the 'father of modern advertising' for his work at the Lord & Thomas agency in the early 20th century?

A) Albert Lasker

- B) David Ogilvy
- C) George Gallup
- D) Earnest Elmo Calkins

17. The first outdoor advertising 'billboards' as we know them today began to appear in the US specifically to cater to which demographic?

- A) Urban pedestrians
- B) Railway passengers

C) Automobile drivers

D) Farmers

18. Which brand famously used the 'Marlboro Man' campaign starting in 1954 to shift their image from a women's cigarette to a masculine one?

- A) Camel
- B) Philip Morris**
- C) Lucky Strike
- D) Winston

19. In 1947, the Advertising Council launched a public service campaign featuring which character to prevent forest fires?

- A) Woodsy Owl
- B) Smokey Bear**
- C) Johnny Horizon
- D) Bambi

20. What was the primary method of advertising in the 17th century before the rise of the mass media agency?

- A) Bill posters and handbills**
- B) Direct mail
- C) Radio sponsorship
- D) Newspaper classifieds

21. Which advertising agency, founded in 1864, was the first to offer full service, including the writing and designing of advertisements?

- A) J. Walter Thompson
- B) N.W. Ayer & Son**
- C) Batten, Barton, Durstine & Osborn
- D) Foote, Cone & Belding

22. The 'Greatest Show on Earth' circus magnate P.T. Barnum was a pioneer in what 19th-century advertising technique?

- A) Native advertising
- B) Hyperbolic press agentry**
- C) Email marketing
- D) Search engine optimization

23. Which company launched the 'I'd Like to Buy the World a Coke' campaign in 1971?

- A) Coca-Cola**
- B) PepsiCo
- C) Dr Pepper
- D) Royal Crown Cola

24. In the early 1900s, which advertising pioneer introduced the concept of 'reason-why' advertising?

A) John E. Kennedy

B) Leo Burnett

C) Claude Hopkins

D) Helen Lansdowne Resor

25. Which major development in the 1920s allowed advertising agencies to target specific demographics through standardized readership data?

A) The Gallup Poll

B) The Audit Bureau of Circulations

C) The Nielsen Rating

D) The Census Bureau