

Milestones in Advertising History

Advertising History · Practice Test · 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 agency
- 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