Advanced Advertising History Chronology

Advertising History · Answer Key · 15 Questions

1. In what year did the British newspaper 'The Times' publish its first paid advertisement?

A) 1788
B) 1801
C) 1798
D) 1812

2. Volney B. Palmer established the first documented American advertising agency in which city during 1841?

A) New York City
B) Philadelphia
C) Boston
D) Chicago

3. What was the specific duration of the first-ever television commercial, which aired on WNBT in 1941 for Bulova watches?

A) 10 seconds
B) 30 seconds
C) 60 seconds
D) 5 seconds

4. Which seminal work by David Ogilvy, published in 1963, transformed the industry's approach to copy and brand identity?

A) Confessions of an Advertising Man
B) Ogilvy on Advertising
C) The Art of Advertising
D) Tested Advertising Methods

5. In 1922, the first commercial radio advertisement aired on WEAF in New York; how much did the Queensboro Corporation pay for the 10-minute slot?

A) $50
B) $100
C) $250
D) $500

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6. Which company is credited with launching the first banner advertisement on the web via HotWired.com in 1994?

A) Microsoft
B) AT&T
C) Netscape
D) IBM

7. What year did the Federal Trade Commission (FTC) in the United States ban cigarette advertising on television and radio?

A) 1967
B) 1971
C) 1975
D) 1969

8. The first direct mail campaign is often attributed to which historical figure who used it to sell encyclopedias in the 18th century?

A) Benjamin Franklin
B) Thomas Jefferson
C) John Adams
D) George Washington

9. In 1984, Apple aired its famous '1984' Super Bowl commercial; who was the director of this iconic piece of advertising?

A) Ridley Scott
B) Steven Spielberg
C) George Lucas
D) Stanley Kubrick

10. What percentage of the total U.S. advertising spend in 1920 was allocated to newspaper advertising?

A) 45%
B) 65%
C) 80%
D) 95%

11. The 'Unique Selling Proposition' (USP) concept was introduced by which advertising pioneer in his 1961 book, 'Reality in Advertising'?

A) Rosser Reeves
B) Leo Burnett
C) Bill Bernbach
D) Claude Hopkins

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12. In 1954, the Marlboro Man was introduced as a cowboy to market filter cigarettes; which agency created this campaign?

A) Leo Burnett
B) J. Walter Thompson
C) Young & Rubicam
D) BBDO

13. The 'Greatest Show on Earth' slogan used by P.T. Barnum dates back to roughly what year?

A) 1871
B) 1885
C) 1892
D) 1905

14. Which agency was responsible for the 'Think Small' campaign for Volkswagen, widely considered the greatest print ad of the 20th century?

A) Doyle Dane Bernbach
B) McCann Erickson
C) Foote, Cone & Belding
D) Ogilvy & Mather

15. In 1998, which company launched the first 'search engine marketing' (SEM) program, known as GoTo.com?

A) Bill Gross
B) Larry Page
C) Sergey Brin
D) Jeff Bezos

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