

Advanced Advertising History Chronology

Advertising History · Practice Test · 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 WEAJ in New York; how much did the Queensboro Corporation pay for the 10-minute slot?

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

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

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