

Advertising History Basics

Advertising History · Practice Test · 10 Questions

1. What product was advertised in the world's first official television commercial in 1941?

- A) A wrist watch
- B) A motor car
- C) A bottle of soda
- D) A radio set

2. Who is widely credited with opening the first modern advertising agency in the United States in 1841?

- A) David Ogilvy
- B) Volney B. Palmer
- C) Leo Burnett
- D) William Bernbach

3. Which technology company launched the famous '1984' Super Bowl commercial to introduce its personal computer?

- A) IBM
- B) Microsoft
- C) Apple
- D) Intel

4. In 1477, English printer William Caxton printed the first known English-language advertisement flyer to promote what item?

- A) A religious book
- B) A bottle of wine
- C) A wool coat
- D) A horse saddle

5. Which beverage company helped popularize the modern image of Santa Claus wearing a red suit through 1930s advertisements?

- A) Pepsi
- B) Coca-Cola
- C) Dr Pepper
- D) Schweppes

6. Which inflatable mascot, created in 1898, is one of the world's oldest trademarked brand characters?

- A) The Michelin Man
- B) The Pillsbury Doughboy
- C) Tony the Tiger
- D) The Monopoly Man

7. The first paid radio commercial, broadcast in 1922 in New York City, promoted what type of service?

- A) Real estate
- B) Automobiles
- C) Breakfast cereal
- D) Ocean cruises

8. Which famous advertising executive wrote the influential 1963 book 'Confessions of an Advertising Man'?

- A) John Wanamaker
- B) David Ogilvy
- C) P. T. Barnum
- D) Raymond Rubicam

9. Why did the Guinness Brewery originally create the Guinness Book of Records in the 1950s?

- A) To record world brewing records
- B) To settle trivia arguments in pubs
- C) To list top sales reps
- D) To track pub license numbers

10. What term refers to a catchy phrase used in marketing to help consumers instantly recognize a brand?

- A) Logo
- B) Slogan
- C) Billboard
- D) Jingle