Advertising History Trivia

Advertising History · Practice Test · 25 Questions

1. In what year did the first paid radio advertisement air in the United States?

A) 1922
B) 1930
C) 1915
D) 1945

2. Who is credited with creating the first advertising agency in 1841?

A) David Ogilvy
B) Volney B. Palmer
C) Leo Burnett
D) Albert Lasker

3. What was the first product ever sold via a television commercial in 1941?

A) Coca-Cola
B) Bulova Watches
C) Ford Cars
D) Kellogg's Corn Flakes

4. The 'Got Milk?' campaign was launched by the California Milk Processor Board in which year?

A) 1993
B) 1985
C) 1999
D) 1978

5. How many seconds long was the first official television commercial aired in the US?

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

6. Which company launched the famous 'Think Different' ad campaign in 1997?

A) Microsoft
B) IBM
C) Apple
D) Sony

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7. In 1917, the American Association of Advertising Agencies was founded. What is its common acronym?

A) AAAA
B) AAA
C) 4A's
D) A-ADS

8. What year did the first banner advertisement appear on the World Wide Web?

A) 1994
B) 1990
C) 1998
D) 2001

9. Which famous fictional character was created for the Michelin tire company in 1898?

A) Bibendum
B) Tony the Tiger
C) The Marlboro Man
D) Mr. Clean

10. The first magazine advertisement in the American colonies appeared in which publication in 1741?

A) The New Yorker
B) General Magazine
C) Time Magazine
D) Harper's Bazaar

11. In 1963, David Ogilvy published which influential book on advertising?

A) Confessions of an Advertising Man
B) Mad Men Rules
C) The Ad Bible
D) Creative Strategy

12. What company introduced the 'M&M's' slogan 'Melts in your mouth, not in your hands' in 1954?

A) Mars, Incorporated
B) Hershey's
C) Nestlé
D) Cadbury

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13. In what decade did the 'Marlboro Man' campaign first appear?

A) 1950s
B) 1940s
C) 1960s
D) 1970s

14. The first newspaper advertisement in the English language was published in what year?

A) 1625
B) 1705
C) 1550
D) 1800

15. Which soft drink company debuted its first Christmas commercial featuring Santa Claus in 1931?

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

16. What year did the Federal Trade Commission (FTC) gain the power to regulate advertising to prevent deceptive practices?

A) 1914
B) 1938
C) 1950
D) 1925

17. The slogan 'Diamonds are Forever' was coined by N.W. Ayer & Son for De Beers in what year?

A) 1947
B) 1955
C) 1938
D) 1960

18. How many advertising slots are typically sold for a standard 30-second break during the Super Bowl?

A) 2 to 4
B) 5 to 8
C) 10 to 12
D) 1 to 2

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19. The 'I'd Like to Buy the World a Coke' commercial first aired in what year?

A) 1971
B) 1965
C) 1980
D) 1975

20. Which agency was founded by Leo Burnett in 1935?

A) Leo Burnett Worldwide
B) Ogilvy & Mather
C) J. Walter Thompson
D) Young & Rubicam

21. In 1995, what major search engine company was founded, later revolutionizing online advertising?

A) Yahoo
B) Google
C) AltaVista
D) AskJeeves

22. The first celebrity endorsement in advertising is often attributed to which 18th-century figure?

A) Josiah Wedgwood
B) Benjamin Franklin
C) George Washington
D) Thomas Edison

23. What year did the 'Click-Through Rate' (CTR) become a standard metric for online ads?

A) 1994
B) 2000
C) 1996
D) 1988

24. How much did the first Super Bowl commercial cost in 1967?

A) $42,000
B) $10,000
C) $100,000
D) $5,000

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25. The slogan 'Just Do It' for Nike was created in what year?

A) 1988
B) 1992
C) 1985
D) 1995

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