Advertising History Trivia

Advertising History · Practice Test · 8 Questions

1. What was the first form of advertising used by ancient civilizations like the Egyptians to announce public events?

A) Digital screens
B) Papyrus posters
C) Radio jingles
D) Social media ads

2. In 1941, what was the very first product to be advertised in a television commercial in the United States?

A) Coca-Cola
B) Ford cars
C) Bulova watches
D) Kellogg's cereal

3. Which invention in the 1400s allowed for the mass production of advertisements in newspapers and handbills?

A) The printing press
B) The steam engine
C) The telegraph
D) The lightbulb

4. During the 1920s, what medium became the primary way for brands to reach consumers in their own homes through music and sponsored stories?

A) Newspapers
B) Television
C) Radio
D) Cinema

5. What iconic mascot, introduced by the Michelin company in 1898, is one of the oldest and most recognizable advertising characters in history?

A) Bibendum (The Michelin Man)
B) Tony the Tiger
C) Ronald McDonald
D) The Energizer Bunny

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6. What is the term for a short, catchy musical slogan used in advertisements to make a brand more memorable?

A) Banner
B) Jingle
C) Pop-up
D) Hashtag

7. Before the internet, what was the most common form of physical advertising placed on walls or sides of buildings in cities?

A) Billboards
B) E-mails
C) Smart banners
D) Streaming ads

8. In which decade did the first-ever banner advertisement appear on the World Wide Web?

A) 1960s
B) 1970s
C) 1980s
D) 1990s

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