

Name: _____ Date: _____ Period: _____

Sell and Spin

The History of Advertising

1. The word advertising comes from the Middle English word *advertisen*, which means _____.
2. Each day, the average person is exposed to more than _____ advertisements.
3. At the beginning of the century, manufacturers spent approximately 450 _____ on ads. By the end of the century, worldwide spending was upwards of 450 _____ on advertising.
4. Leo Burnett is credited with _____. Give one example. (_____)
5. When Phillip Morris began using the Marlboro Man for advertising, annual cigarette sales jumped _____.
6. Archaeologists have uncovered ancient advertisements for _____. (list 3 examples)
7. The first advertisers in ancient Greece were called _____.
8. The _____ in the pawn shop window and the _____ are two examples of advertisements specifically designed for illiterate customers.
9. In 1448, the invention of the _____ sparked a printing revolution that greatly impacted the world of advertising.
10. Newspapers first regularly appeared in the 17th century without ads. It was in 1625 that the _____ appeared in England. _____ soon became the first medium conquered by advertisers.
11. Benjamin Franklin founded the *Pennsylvania Gazette* in 1728 and was the first to use _____ in advertisements to catch the eye of the consumer.
12. Palmer created the first _____, which allowed businesses to advertise outside of their local area.
13. _____ was the first magazine created with a specific focus on advertising. Its successful formula involved mixing _____ along with the ads.

14. The idea of branding products involves _____
_____. The goal is not as much to attract new customers as it is to create “brand loyal” customers who seek out the product.
15. _____ was the first product to make the connection between advertising and sales which proved the adage: the more you _____, the more you _____.
16. By the end of the 19th century, manufactures were converting generic products into _____, _____, _____ goods.
17. N.W. Ayer & Sons agency was the first agency that focused on both _____ and _____ ads. They were the first full service agency that focused on both _____ and _____. One of the most popular campaigns produced by this company was the _____ campaign for the National Biscuit Company (AKA: Nabisco).
18. Advertising, especially in the early days of the ad agency, used _____ to sell products.
19. The _____ was originally an advertisement for a real estate developer.
20. _____ (of circus/sideshow fame) is considered by many to be the father of advertising.
21. _____ is the practice of using planes and blimps to advertise products.
22. The rise of the _____ led to the expansion of advertising via billboard. _____ was the first brand to successfully use roadside advertising.
23. Lighted advertising was a novel concept in the early days of advertising. The lighted signs of _____ in New York City earned it the nickname, “_____.”
24. The rise of radio also led to another medium for advertisers. While other countries used government funding for radio, the _____ ideals of America opened the door for radios to sell advertisement slots for revenue.
25. Advertisers began _____ entire radio shows in exchange for regular “sponsored by” statements. Associating a product with a popular show was a successful method of raising product awareness and increasing revenue.