

Name: _____ Date: _____ Period: _____

Sell and Spin

The History of Advertising, Part 2

1. _____ was the first company to use a jingle.
2. In 1938 _____ took the place of _____ as the number one advertising medium.
3. In 1946 there were fewer than 10,000 _____ in the United States. Five years later nearly _____ sets had been sold.
4. _____ was the most common technique advertisers used in television. It was direct and used the same message repeatedly.
5. _____ was the undisputed master of this method.
6. Bill Bernbach is one of the most influential Ad people of the 20th century. His work for _____ was cited as the best advertising campaign ever.
7. David Ogilvy understood that selling is really about _____.
8. _____ was the first woman to run an advertising agency.
9. Successful ad campaigns are worked, molded, and inspired, but first they are _____.
10. Opinion research was started by _____ in _____. He used _____ for the basis of advertising.
11. _____ is the key to success.
12. _____ are assemblies of about ten to twelve consumers that are led by a moderator through different questions that have to do with a specific type of product category.
13. With the advent of television, advertising has come to the forefront of the _____.
14. _____ 1952 run for the Presidency was the first political campaign to make extensive use of television.

15. _____ 1964 campaign changed the climate of political advertising with its _____ commercial. This commercial exploited the public's fear instead of allowing them to trust their candidates. This was the first unofficial _____.
16. In today's society, advertising has to do more than inform. It needs to _____ the audience.
17. _____ was the theme for Apple's 1984 commercial for the launch of their Macintosh computer. The minute long ad cost \$400,000 to produce and an additional half of a million dollars to run during the super bowl. Within 100 days of broadcast, _____ Macintosh computers were sold.
18. In the 90's, advertising took to the web. _____ were introduced in 1994. Within a year agencies were spending _____ on internet advertising. By 1998, that number had climbed to nearly _____ per year.
19. Advertising is an _____ part of society. It is the _____ of the masses.
20. **Reflection:** Think of a recent advertisement that influenced you. It could be a TV ad, a radio ad, a billboard, a bumper sticker, or a pop up ad on the internet. How did the ad influence you?
