

Holidays in Advertising

The holidays are in full swing. Did you know that advertising has played a big part in holiday traditions?

Answer Box

December 25th

Cards

Eight

Montgomery Ward

Light

Red-Nose

Christmas

Coloring Book

Saturnalia

Four

Santa Claus

Coca-Cola

Eight

Krampus

Did you know that Hanukkah is a celebration of military victory and miracle? The oil to light the temple lasted _____ days. Therefore, Hanukkah is known as the festival of _____. Gift giving didn't begin until the late 19th century to compete with another holiday, _____.

Christmas Day was moved to _____ to compete with the pagan holiday _____. In one of the scariest Central European Christmas traditions, _____ is a demonic character that wanders the streets with chains and bells looking for misbehaving children.

Washington Irving created the Headless Horseman and _____. In the 1930's, _____ put Santa Claus in his now famous red suit. Rudolph the _____ reindeer was created by _____ for a department store to increase holiday _____ sales.

It costs between \$1.1 and _____ million dollars per year to have a billboard in Times Square. Americans purchase 1.6 billion Christmas _____ per year. _____ in 10 holiday shoppers are influenced by the internet.