

18 Advertising and branding

When you want to tell people about your company, product, or brand, intensifiers like "enough," "too," "so," and "such" can help communicate your point.

 **New language** Intensifiers

 **Aa Vocabulary** "Enough," "too," "so," and "such"

 **New skill** Adding emphasis to descriptions

18.1 KEY LANGUAGE "ENOUGH" AND "TOO"

"Enough" can be used after an adjective or adverb to show that it's the right degree.



Our warehouse is big **enough** for your needs.

Adjective + "enough"



We always package items safely **enough** for delivery.

Adverb + "enough"

"Too" can be used before an adjective or adverb to show that it's more than enough.



Their product is **too** expensive.
Nobody will buy it.

"Too" + adjective



The motor runs **too** loudly.
It's really unpleasant.



18.2 MARK THE SENTENCES THAT ARE CORRECT

The shipping cost is too high.

The shipping cost is enough high.

1 Is the office big enough for us?
Is the office enough big for us?

2 The delivery times are too slowly.
The delivery times are too slow.

3 Are these shelves strong enough?
Are these shelves too strong?





18.3 LISTEN TO THE AUDIO AND MARK WHICH THINGS ARE DESCRIBED



18.4 READ THE ARTICLE AND ANSWER THE QUESTIONS

The ad suggests images are often too small.

True False Not given

1 Over half of clients view websites on computers.

True False Not given

2 A poor website could mean you lose customers.

True False Not given

3 50% of consumers shop online.

True False Not given

4 Mobioint Web focuses on what the website looks like and how it works.

True False Not given

5 You have to pay Mobioint Web for a quote.

True False Not given

The website has a header with 'Mobioint Web' in large red letters, and 'HOME | PORTFOLIO | ABOUT | CONTACT' in smaller text. Below the header is a section titled 'What we do' with a red square icon. The text discusses the importance of website design for mobile devices, mentioning that over 50% of potential clients use mobile devices. It encourages contacting them for a free quotation.