

# 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.



"Too" + adjective

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



"Too" + adverb

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.



2 The delivery times are too slowly.



The delivery times are too slow.



1 Is the office big enough for us?



Is the office enough big for us?



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 Mobiopt Web focuses on what the website looks like and how it works.  
True ☐ False ☐ Not given ☐
- 5 You have to pay Mobiopt Web for a quote.  
True ☐ False ☐ Not given ☐