

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 ☐