

## KEY WORD TRANSFORMATION – B1+

For questions 1–14, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between **two and five words**, including the word given.

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1. The Coca-Cola Christmas ad was very emotional. Many people cried.

**SUCH**

It was \_\_\_\_\_ that many people cried.

2. That campaign was very original. It quickly became a trend.

**SO**

The campaign was \_\_\_\_\_ quickly became a trend.

3. The slogan was too long to remember.

**ENOUGH**

The slogan wasn't \_\_\_\_\_ to remember.

4. The company decided to cancel the campaign after the bad reviews.

**CALLED**

The campaign \_\_\_\_\_ after the bad reviews.

5. The influencers didn't have enough experience to manage the campaign.

**TOO**

The influencers were \_\_\_\_\_ the campaign.

6. The message was clear and even young children understood it.

**SUCH**

It was \_\_\_\_\_ that even young children understood it.

7. That company distributed free samples to promote its brand.

**GAVE**

That company \_\_\_\_\_ to promote its brand.

8. The fashion campaign shocked people and made them react.

**SO**

The fashion campaign was \_\_\_\_\_ people react.

9. The commercial was not short enough to use on social media.

**TOO**

The commercial was \_\_\_\_\_ on social media.

10. The design was very creative and people shared it online.

**SUCH**

It was \_\_\_\_\_ that people shared it online.

11. The video quickly became popular on TikTok.

**CAUGHT**

The video \_\_\_\_\_ on TikTok.

12. The marketing team created a good idea and started using it.

**CAME**

The marketing team \_\_\_\_\_ idea and started using it.