

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.

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.