comparative and superlative structures

3 A **The sentences below have a mistake. Choose the best option to correct the mistake.**

1 What's the most cheap supermarket in town?
a more cheap **b** cheaper **c** cheapest

2 The film wasn't as dramatic I thought it would be.
a dramatic as **b** as dramatic as
c as dramatic than

3 This is far the most I've ever spent on a coat.
a far the more **b** by far the more
c by far the most

4 This city has among the best restaurants in Spain.
a some of **b** some **c** between

B **Complete the blog post with the comparative or superlative form of the adjectives in brackets.**

Companies are working [1] _____ (hard) than ever to persuade us to buy their products. Take the sports company, Nike, for example. In the 1980s, the majority of Nike's customers were serious marathon runners, and Nike sold far [2] _____ (few) trainers than its main competitor, Reebok. When fitness started becoming more and [3] _____ (popular) in the USA in the late 1980s, Nike was keen to reach more people and become [4] _____ (big) than Reebok.

It started a campaign with an advert showing an elderly man running over a bridge. Customers loved the simple message, which encouraged them to push themselves further. Nike's sales rose to more than $9.2 billion in 1998, making it one of [5] _____ (successful) advertising campaigns ever.

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