



## Comparative adjectives meetings practice

In small groups, choose three of the lines below. Then roleplay a whole business meeting meant to find ways of achieving all of those three things.

- Better staff foreign language skills
- Bigger *market share*
- Catchier *radio jingle*
- Cheaper (but still effective) marketing
- More cost-effective *product launch*
- More creative staff
- More dynamic *graduate recruits*
- Easier-to-use website
- More ecological *marketing literature* (*direct mail, leaflets, pamphlets, fliers, catalogues, etc*)/ Greener marketing literature/ More environmentally friendly marketing literature
- More effective *mobile ads*
- More energetic staff
- More *ergonomic office* (without spending too much money)
- More experienced *recruits*
- *Product endorsements* by more famous people
- Faster response to customer complaints
- More flexible office space
- Happier staff
- Healthier staff
- More helpful *customer service hotline* staff
- Higher prices (without losing market share)
- More interesting *television commercials*
- More knowledgeable *sales reps*
- Larger *profit margins*
- Longer *customer retention*
- Lower *staff turnover*
- More motivated staff
- More noticeable *billboards* (= *hoardings*)
- More popular special offers/ More popular *limited-time offers*
- More popular *viral ads*
- Quicker payment by customers
- Quieter office
- More reliable OA equipment
- More secure computer systems/ Safer computer systems
- Shorter working days
- Smaller bonuses (without demotivating staff)
- Smoother relations with the government
- More stylish *logo*
- Wealthier customers/ Richer customers
- Wider knowledge of your products' *USPs* (= unique selling points)

Ask about anything above which you don't understand, e.g. the words in *italics*, discussing each topic as a class each time.



Without looking above, make the comparative form of each of the adjectives below. If there is more than one sentence divided by a slash, change one adjective in each sentence.

- Good staff foreign language skills
- Big market share
- Catchy radio jingle
- Cheap (but still effective) marketing
- Cost-effective product launch
- Creative staff
- Dynamic graduate recruits
- Easy-to-use website
- Ecological marketing literature (direct mail, leaflets, pamphlets, fliers, catalogues, etc)/  
Green marketing literature/ Environmentally friendly marketing literature
- Effective mobile ads
- Energetic staff
- Ergonomic office (without spending too much money)
- Experienced recruits
- Product endorsements by famous people
- Fast response to customer complaints
- Flexible office space
- Happy staff
- Healthy staff
- Helpful customer service hotline staff
- High prices (without losing market share)
- Interesting television commercials
- Knowledgeable sales reps
- Large profit margins
- Long customer retention
- Low staff turnover
- Motivated staff
- Noticeable billboards (= hoardings)
- Popular special offers/ Popular limited-time offers
- Popular viral ads
- Quick payment by customers
- Quiet office
- Reliable OA equipment
- Secure computer systems/ Safe computer systems
- Short working days
- Small bonuses (without demotivating staff)
- Smooth relations with the government
- Stylish logo
- Wealthy customers/ Rich customers
- Wide knowledge of your products' USPs (= unique selling points)

Check any which you weren't sure about with the previous page, try to make rules for making comparative and superlative adjectives, then make the superlatives of the adjectives above.