

### 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.*