

Rivalry	Global	Local
@Budweiser vs. @MillerCoors	0.88 (0.91)	0.87 (0.85)
@FedEx vs. @UPS	0.79 (0.74)	0.81 (0.81)
@GM vs. @Ford	0.73 (0.79)	0.77 (0.79)
@GOP vs. @TheDemocrats	0.78 (0.72)	0.89 (0.86)
@Hertz vs. @Avis	0.83 (0.91)	0.77 (0.84)
@InsideFerrari vs. @lamborghini	0.79 (0.78)	0.84 (0.82)
@jcpenney vs. @Sears	0.78 (0.76)	0.81 (0.81)
@McDonalds vs. @BurgerKing	0.77 (0.74)	0.85 (0.85)
@MercedesBenz vs. @bmw	0.73 (0.73)	0.80 (0.78)
@Nike vs. @Reebok	0.77 (0.69)	0.85 (0.82)
@NikonUSA vs. @CanonUSAimaging	0.79 (0.75)	0.84 (0.83)
@pepsi vs. @CocaCola	0.84 (0.79)	0.90 (0.87)
@PUMA vs. @adidas	0.91 (0.91)	0.91 (0.88)
@SamsungMobile vs. @TheAppleInc	0.78 (0.74)	0.86 (0.84)
@Starbucks vs. @DunkinDonuts	0.81 (0.84)	0.82 (0.80)
@Target vs. @Walmart	0.76 (0.78)	0.78 (0.77)
@thewanted vs. @onedirection	0.82 (0.85)	0.76 (0.73)
@Visa vs. @MasterCard	0.77 (0.81)	0.77 (0.81)