

Rival 1 vs. Rival 2	# fwers	Similarity	
		to aver. centroid	within cluster
@Budweiser vs. @MillerCoors	9,614 / 2,524	0.81 / 0.76	0.73 / 0.64
@FedEx vs. @UPS	27,681 / 21,585	0.78 / 0.78	0.76 / 0.71
@GM vs. @Ford	39,130 / 71,784	0.83 / 0.80	0.70 / 0.65
@GOP vs. @TheDemocrats	99,420 / 100,008	0.80 / 0.82	0.77 / 0.81
@Hertz vs. @Avis	10,523 / 2,214	0.84 / 0.83	0.68 / 0.51
@InsideFerrari vs. @lamborghini	19,304 / 19,422	0.81 / 0.85	0.63 / 0.69
@jcpenny vs. @Sears	78,227 / 23,133	0.85 / 0.83	0.78 / 0.77
@McDonalds vs. @BurgerKing	363,184 / 61,617	0.87 / 0.84	0.80 / 0.85
@MercedesBenz vs. @bmw	14,630 / 2,874	0.78 / 0.80	0.73 / 0.58
@Nike vs. @Reebok	276,747 / 34,259	0.81 / 0.80	0.76 / 0.79
@NikonUSA vs. @CanonUSAimaging	26,474 / 5,286	0.76 / 0.74	0.66 / 0.61
@pepsi vs. @CocaCola	240,481 / 127,723	0.83 / 0.78	0.81 / 0.75
@PUMA vs. @adidas	18,860 / 24,861	0.79 / 0.81	0.69 / 0.73
@SamsungMobile vs. @TheAppleInc	95,095 / 7,098	0.81 / 0.80	0.65 / 0.59
@Starbucks vs. @DunkinDonuts	922,533 / 142,709	0.87 / 0.83	0.66 / 0.79
@Target vs. @Walmart	265,424 / 125,778	0.81 / 0.78	0.78 / 0.75
@thewanted vs. @onedirection	111,166 / 693,313	0.81 / 0.80	0.88 / 0.75
@Visa vs. @MasterCard	42,723 / 18,780	0.86 / 0.84	0.81 / 0.76