

Rivalry	Global	Local
@Budweiser vs. @MillerCoors	0.86 (0.91)	0.80 (0.85)
@FedEx vs. @UPS	0.73 (0.73)	0.69 (0.72)
@GM vs. @Ford	0.75 (0.86)	0.69 (0.76)
@GOP vs. @TheDemocrats	0.91 (0.95)	0.86 (0.93)
@Hertz vs. @Avis	0.92 (0.93)	0.91 (0.92)
@InsideFerrari vs. @lamborghini	0.92 (0.95)	0.87 (0.93)
@jcpenny vs. @Sears	0.75 (0.82)	0.67 (0.72)
@McDonalds vs. @BurgerKing	0.78 (0.79)	0.68 (0.70)
@MercedesBenz vs. @bmw	0.89 (0.93)	0.86 (0.91)
@Nike vs. @Reebok	0.78 (0.74)	0.73 (0.68)
@NikonUSA vs. @CanonUSAimaging	0.83 (0.85)	0.78 (0.83)
@pepsi vs. @CocaCola	0.69 (0.76)	0.65 (0.73)
@PUMA vs. @adidas	0.77 (0.84)	0.69 (0.73)
@SamsungMobile vs. @TheAppleInc	0.95 (0.96)	0.92 (0.94)
@Starbucks vs. @DunkinDonuts	0.80 (0.87)	0.72 (0.82)
@Target vs. @Walmart	0.78 (0.86)	0.69 (0.79)
@thewanted vs. @onedirection	0.79 (0.88)	0.76 (0.84)
@Visa vs. @MasterCard	0.71 (0.72)	0.62 (0.59)