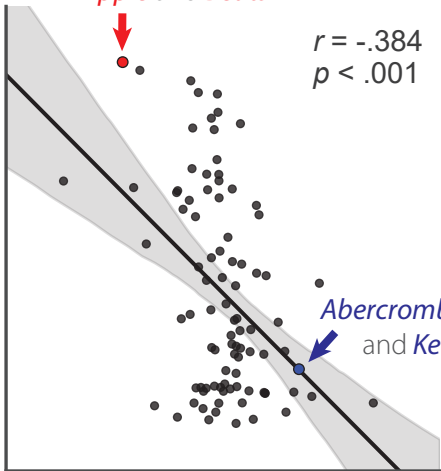


Co-branding suitability

→ Suitable

← Not Suitable



Apple and Beats

$$r = -.384$$

$$p < .001$$

*Abercrombie & Fitch
and Kellogg's*

Similar ←

→ Dissimilar

**Neural profile similarity
between a pair of brands**