



emogi

# 2015 Emoji Report

By: Emogi Research Team  
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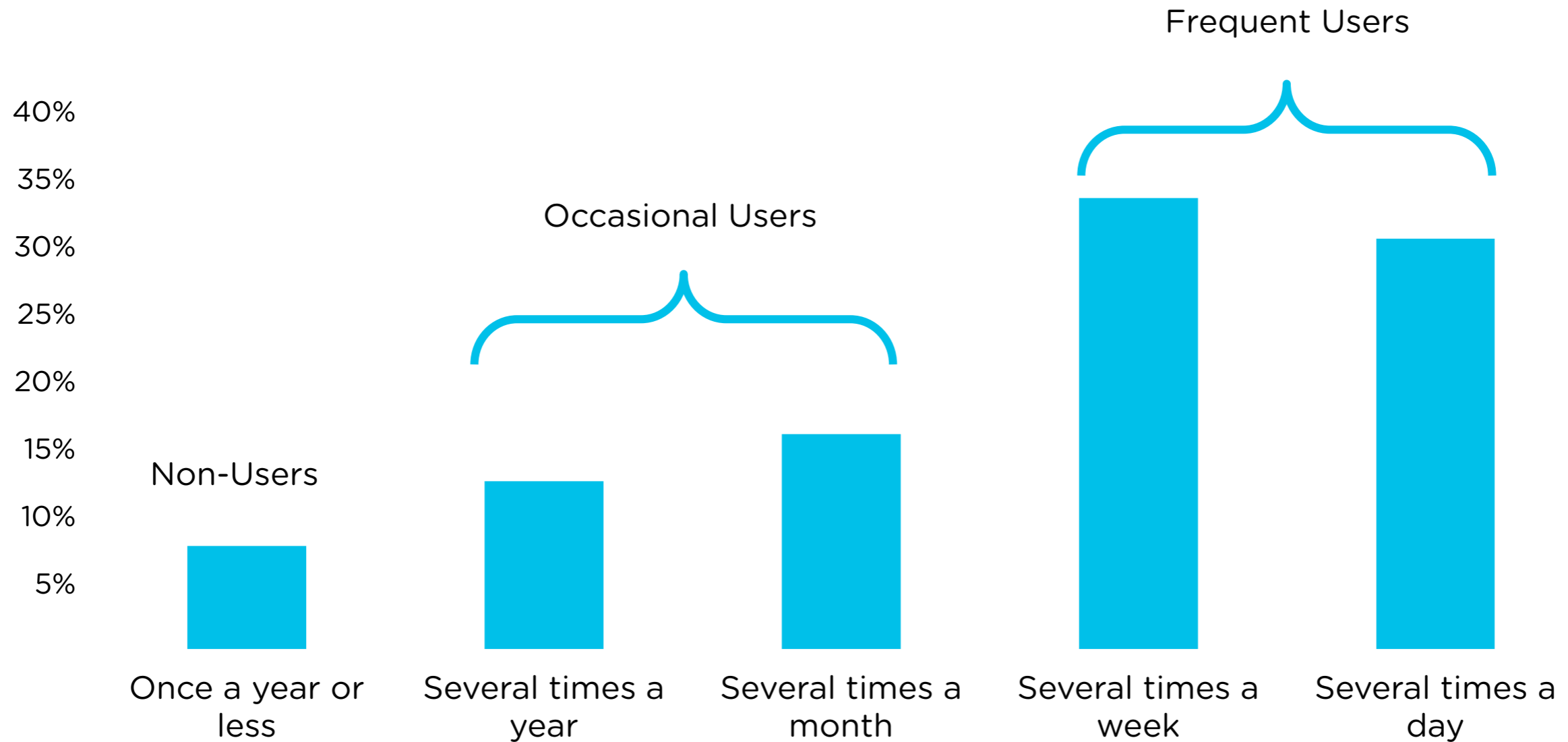
“Emojis are the fastest growing language in history”

*Source: The Telegraph*

## EMOJIS ARE UBIQUITOUS

# Almost everyone is using emojis

Emojis are used by 92% of the online population

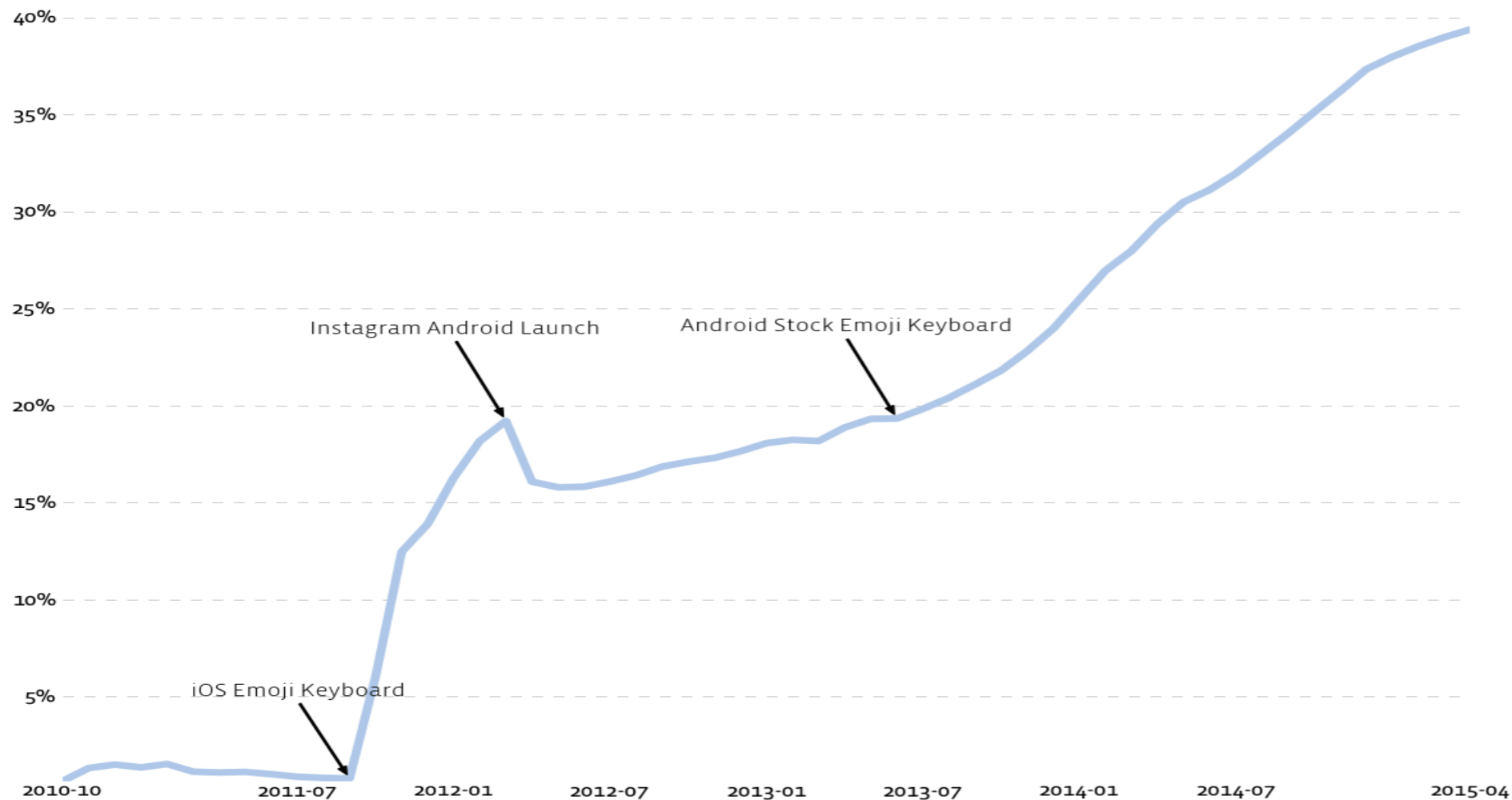


## MOBILE A MAJOR CONTRIBUTOR

# Emoji use has grown rapidly since Apple added the emoji keyboard to iOS in 2011

Nearly half of the text on Instagram contains emoji

Emoji Usage Over Time on Instagram



## COMMUNICATION IS EVOLVING

**As a result, digital communications have become shorter**

### Comments

That's funny

Okay

I like it

Talk to you later

Just kidding

I love you

### Internet Slang

haha/lol

K

like

ttyl

jk

ily

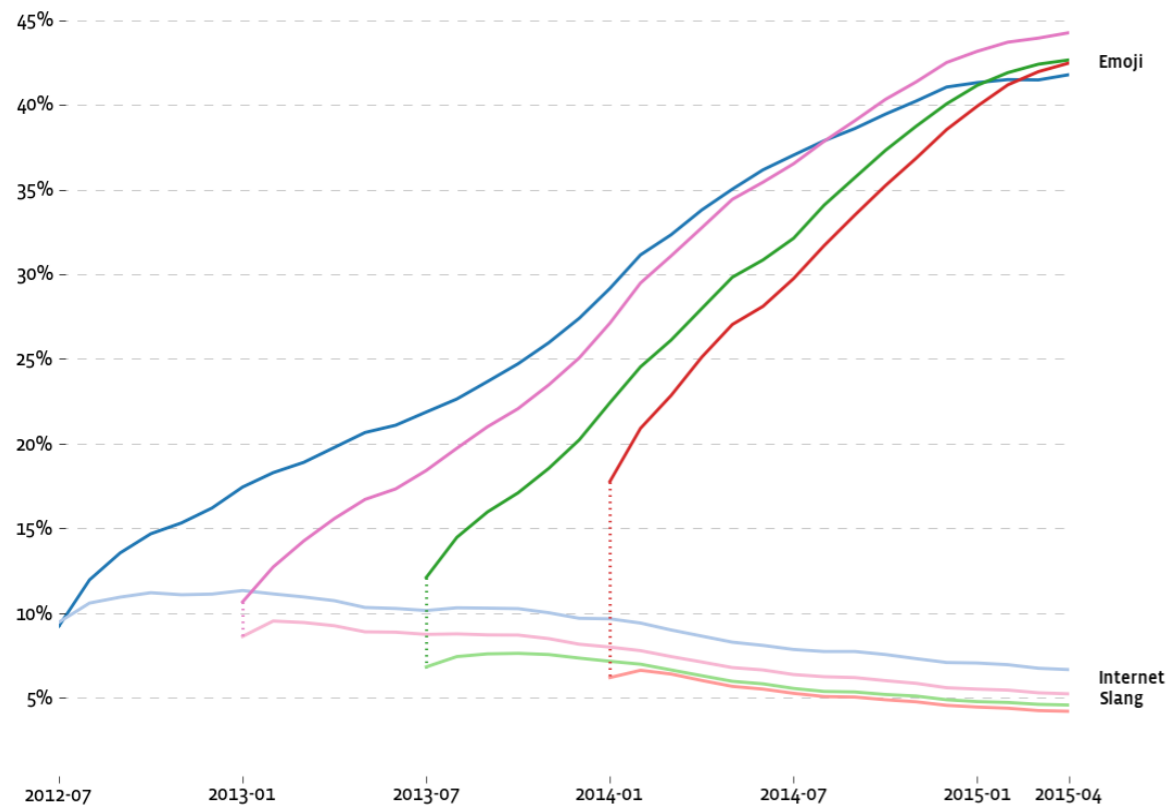
### Emojis



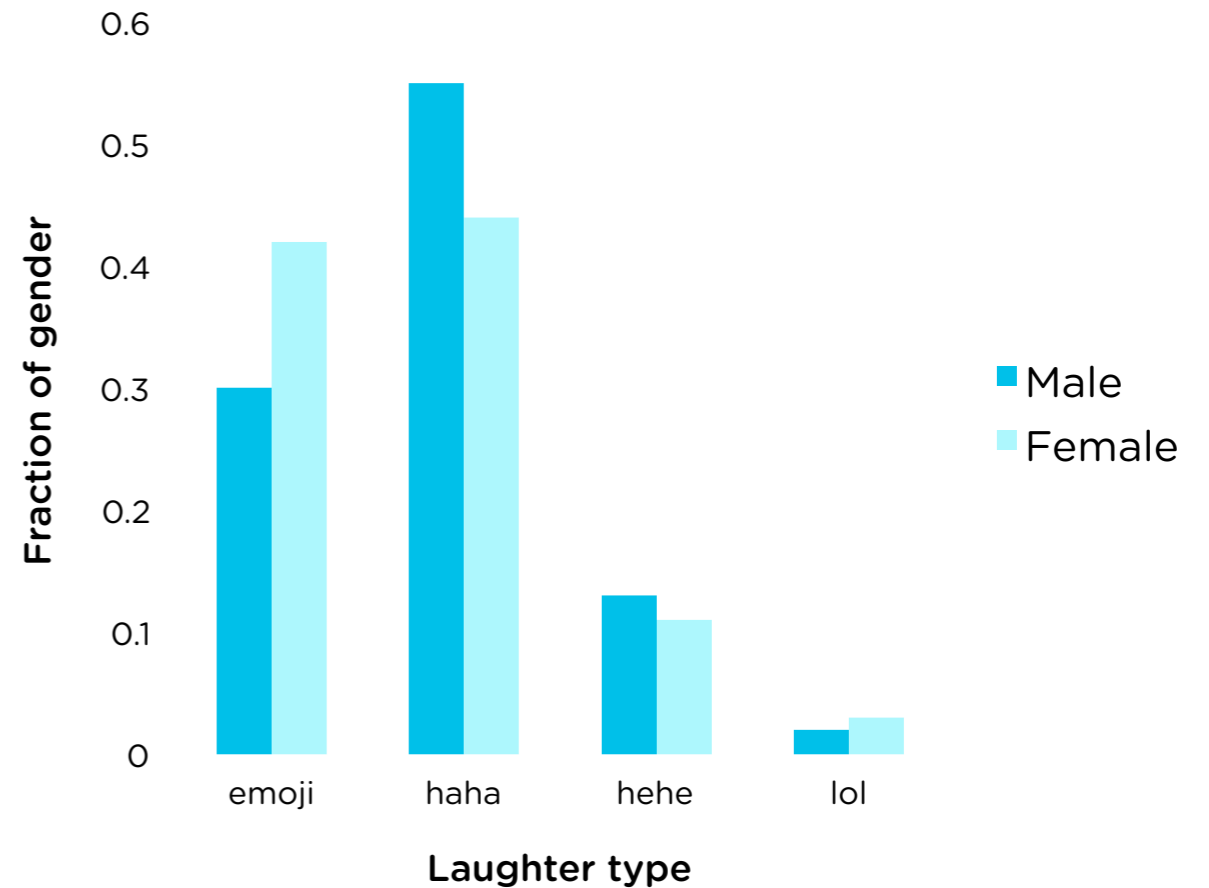
# SAY GOODBYE TO “LOL”

## Emoji has replaced internet slang in social media

Emoji and Internet Slang Usage by Join Date on Instagram



Laughter on Facebook



Source: Instagram Engineering & International Business Times

## APPARENTLY STATES USE CERTAIN EMOJIS TOO

# Emoji use and popularity differs from state to state

### Emoji use by category

	Happy emoji	Sad emoji	Violent emoji	Wedding emoji	Junk food emoji	Tech emoji
Uses the most	South Dakota	New Jersey	Louisiana	Idaho	Oregon	Kansas
Uses the least			Montana	Vermont	Mississippi	North Dakota
	Raunchy emoji	Alcohol emoji	Drugs emoji	Religious emoji	LGBT emoji	Sports emoji
Uses the most	Pennsylvania	New Hampshire	Maine	Arkansas	North Dakota	Delaware
Uses the least	West Virginia	Alabama	Delaware	Wyoming	Arkansas	Alaska



APPARENTLY STATES USE CERTAIN EMOJIS TOO

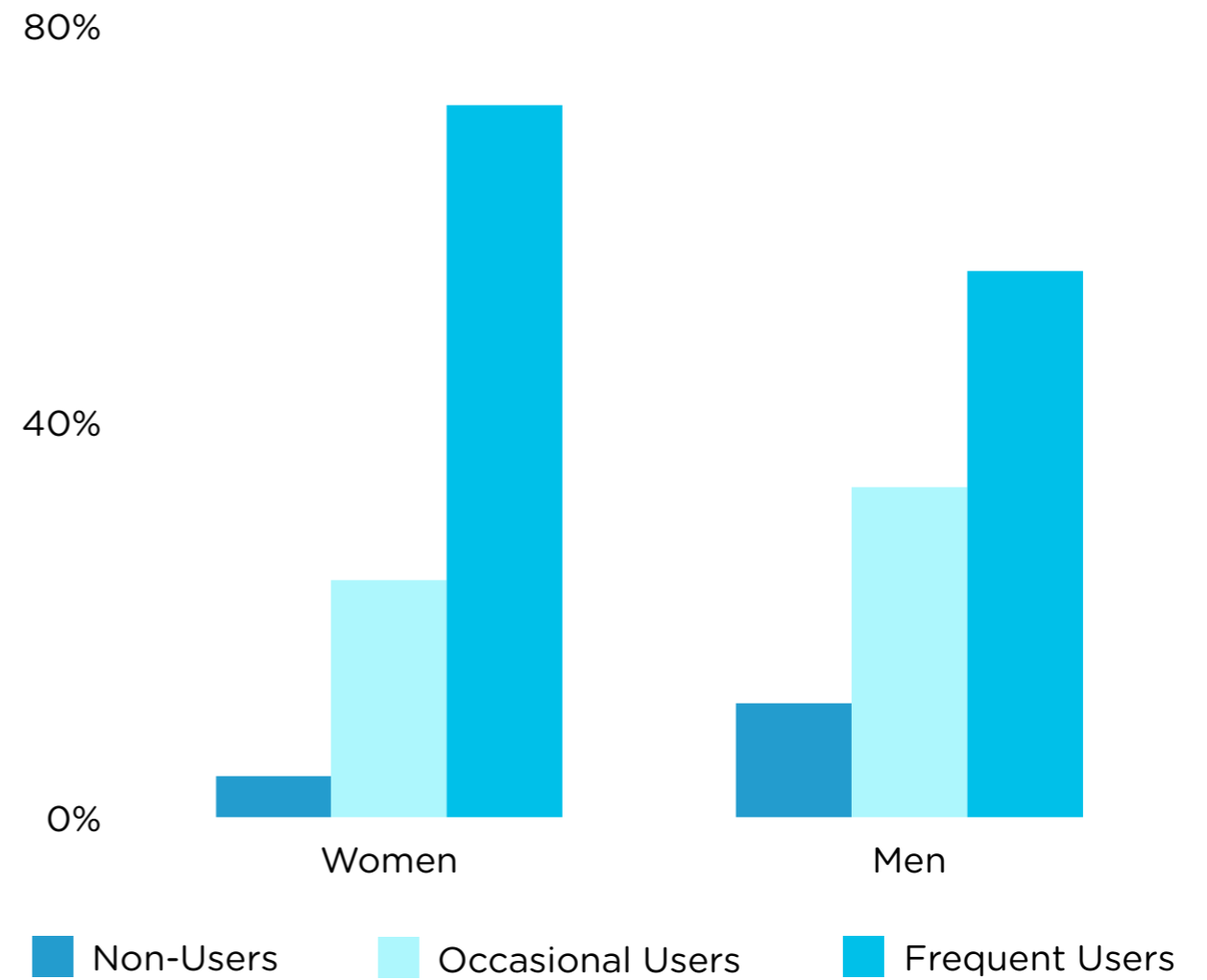
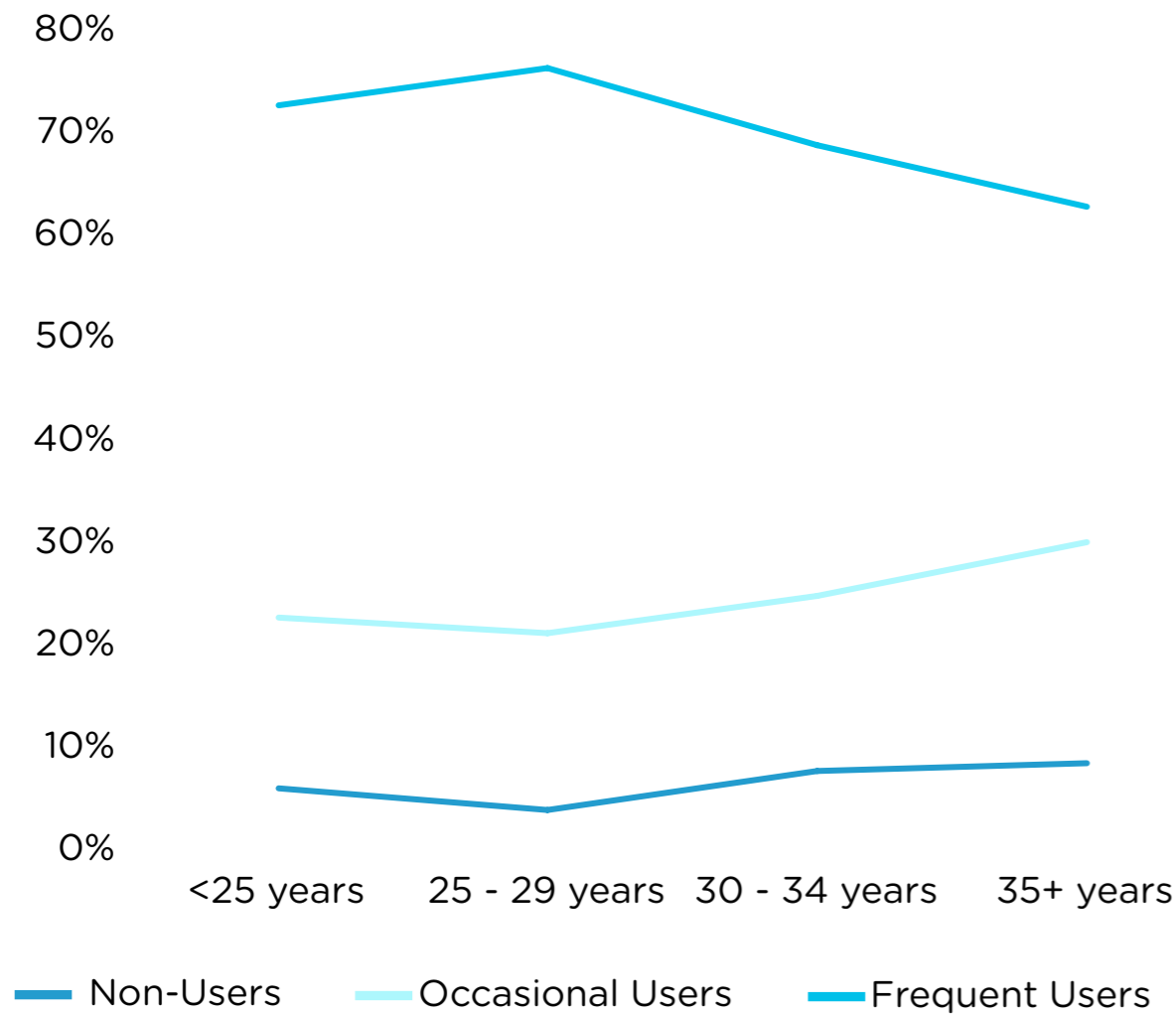
Although we are not too sure what people in Nevada are saying with these emojis...

Nevada:



## AGE DOES NOT MATTER

Popular belief holds that millennials are the primary users of emojis, but age does not actually differ - gender does, with women more likely to be frequent users



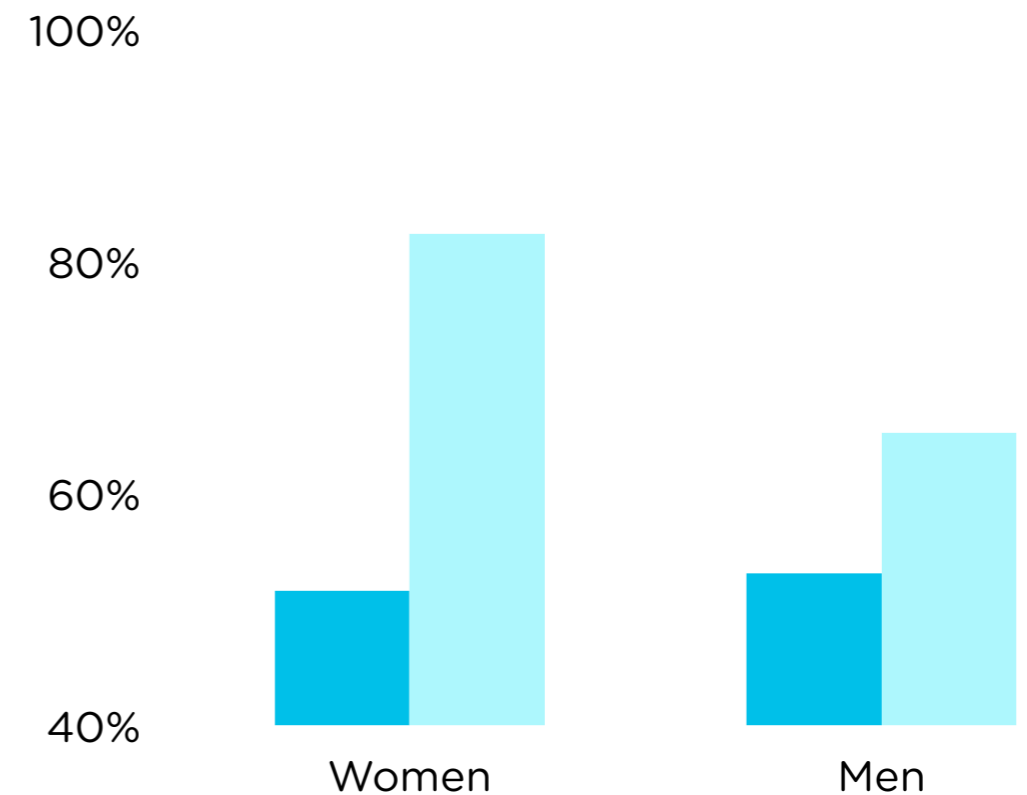
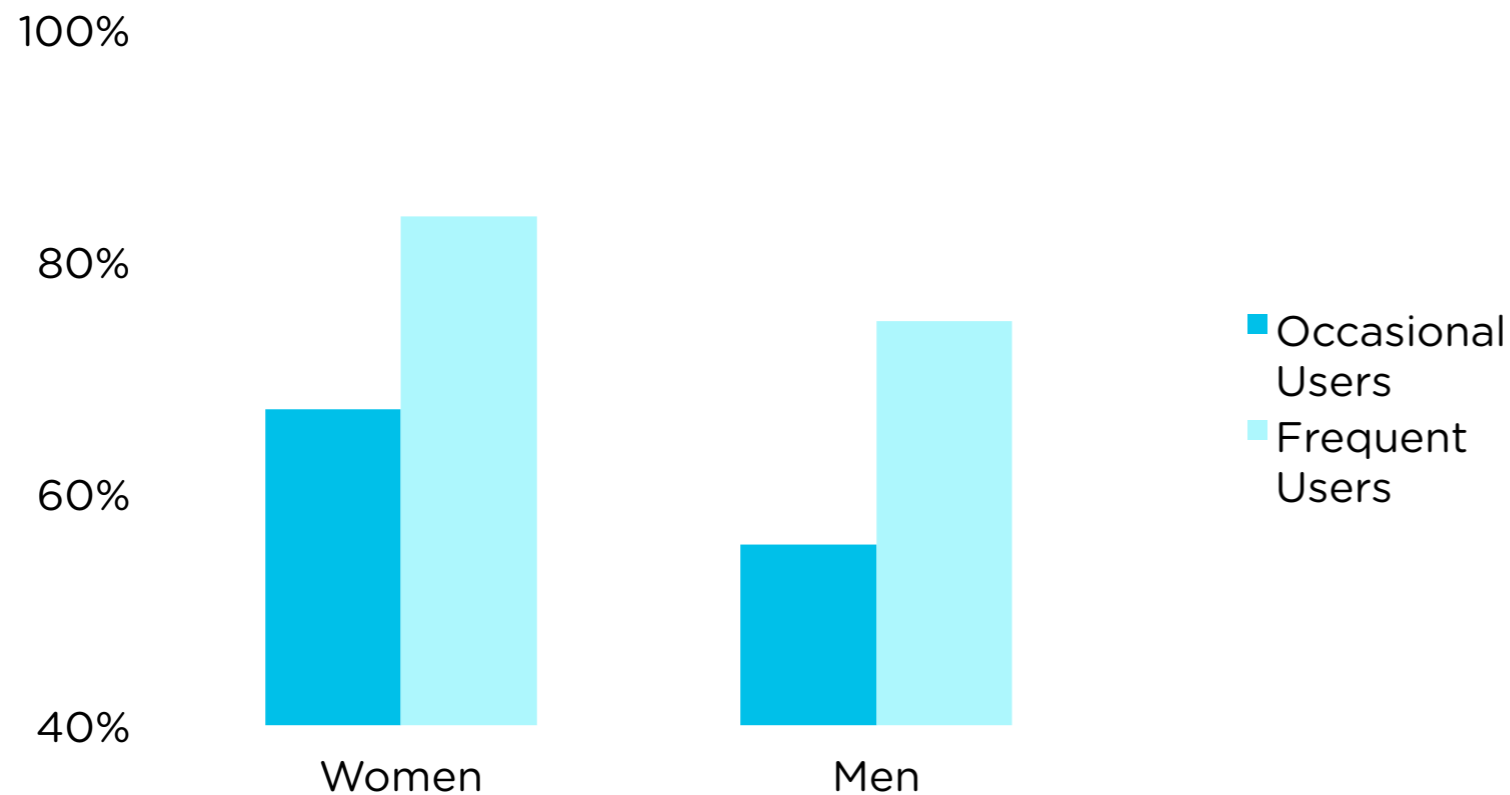
## TYPES OF PEOPLE USING EMOJIS

**Women see emojis as more enriching than do men, and especially so for women who are frequent users**

As with other features of emoji use, there are no differences between age groups

*“They help me more accurately express what I am thinking”*

*“It makes it easy for other people to understand me”*



Brands catching  
wind

## BRANDS CATCHING WIND

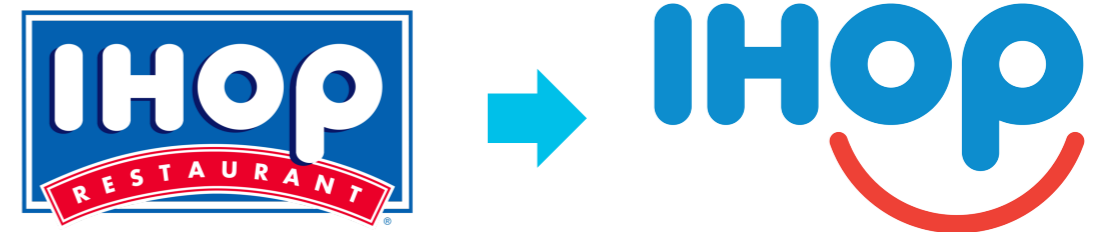
Major brands have incorporated emoji into their marketing strategy



McDonalds brings emojis to life in its new video ad



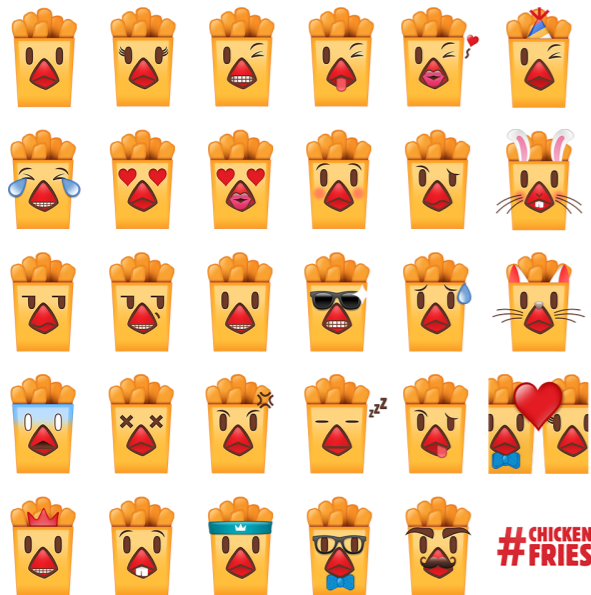
IHOP updated its logo for the first time in 20 years



IHOP's new logo reflects the pancake-and-waffle-makers desire to bring "smiles to life"

## BRANDS CATCHING WIND

From social posts to keyboards, brands continue to search for innovative ways to leverage emoji



Burger King created a proprietary emoji set to promote Chicken Fries



Foot Locker



Foot Locker released a “Shoemojis” app in April that features the most popular shoes from Nike, Under Armour and more



Bud Light got in on the action with a patriotic emoji tweet in Bud Light’s signature style



## BRANDS CATCHING WIND

# And Dominos made emoji a cornerstone of its marketing and won the Titanium Grand Prix at Cannes Lions 2015



### Domino's Emoji Ordering System

Tweet a pizza emoji to Dominos and your favorite pizza is on its way

Winner of the Titanium Grand Prix for most breakthrough idea of the year



### Emoji Literacy Flashcards

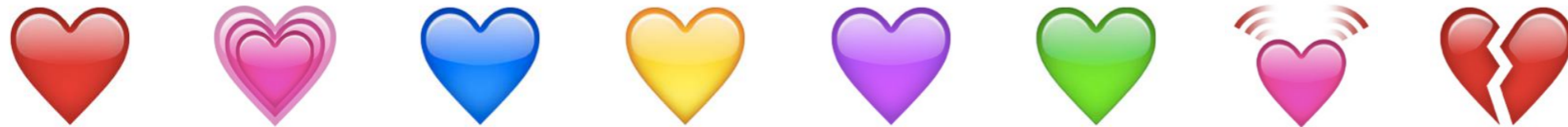
Dominos released a set of "Emoji Literacy Flashcards" designed to help the uninitiated "speak" emoji

Dominos released a PSA explaining the initiative poking fun at the baby boomer generation for their use of emojis and internet slang



## BRANDS CATCHING WIND

**But marketers are struggling to understand the data behind the emojis**



What does the user mean by using a blue heart vs. a yellow heart?

If a user uses a red heart with a product is he more likely to purchase?

What does a growing heart mean?

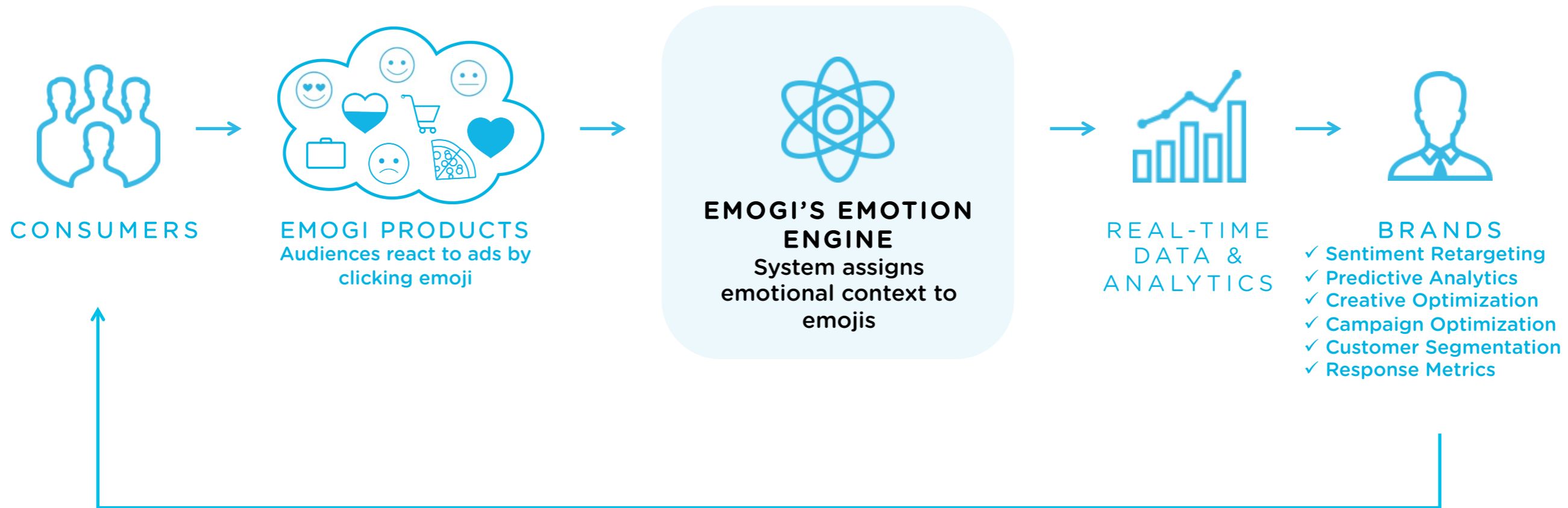
Does a broken heart followed by a full heart show affection or anger?

How can we target people based on emoji?

# Emoji in digital advertising

## EMOGI LAUNCHED SENTIMENT DATA PLATFORM FOR BRANDS

Emogi combined big data and emojis to provide real-time emotional intelligence to digital advertisers



MORE ENGAGEMENT MORE ATTENTION

Emogi-Enabled Ads click rates are 20x the industry average

Emogi-Enabled Ad Avg. Click Rate

Industry Avg. Click Through Rate

**+9.2% Click Rate**

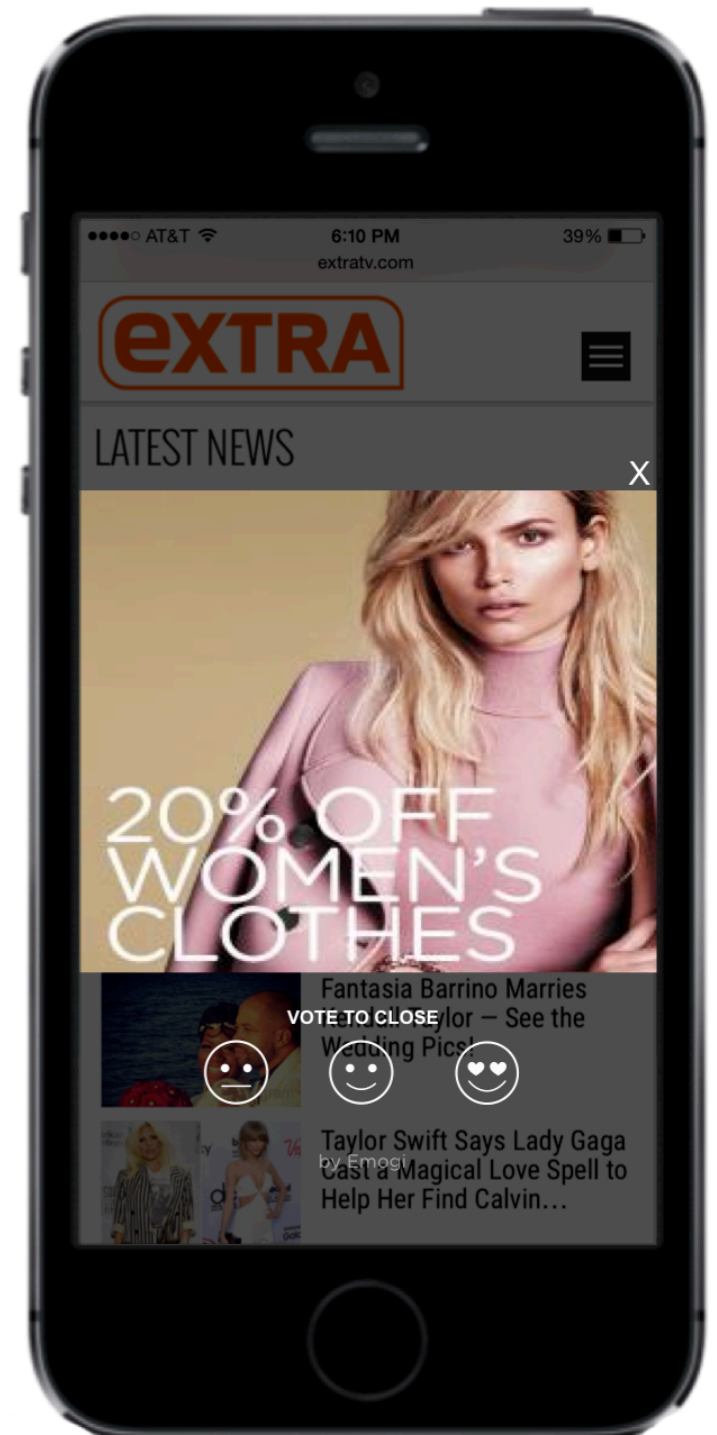
**0.4%**

Emogi-Enabled Ad Avg. Dwell Time

Industry Avg. Dwell Time

**+7.8 seconds**

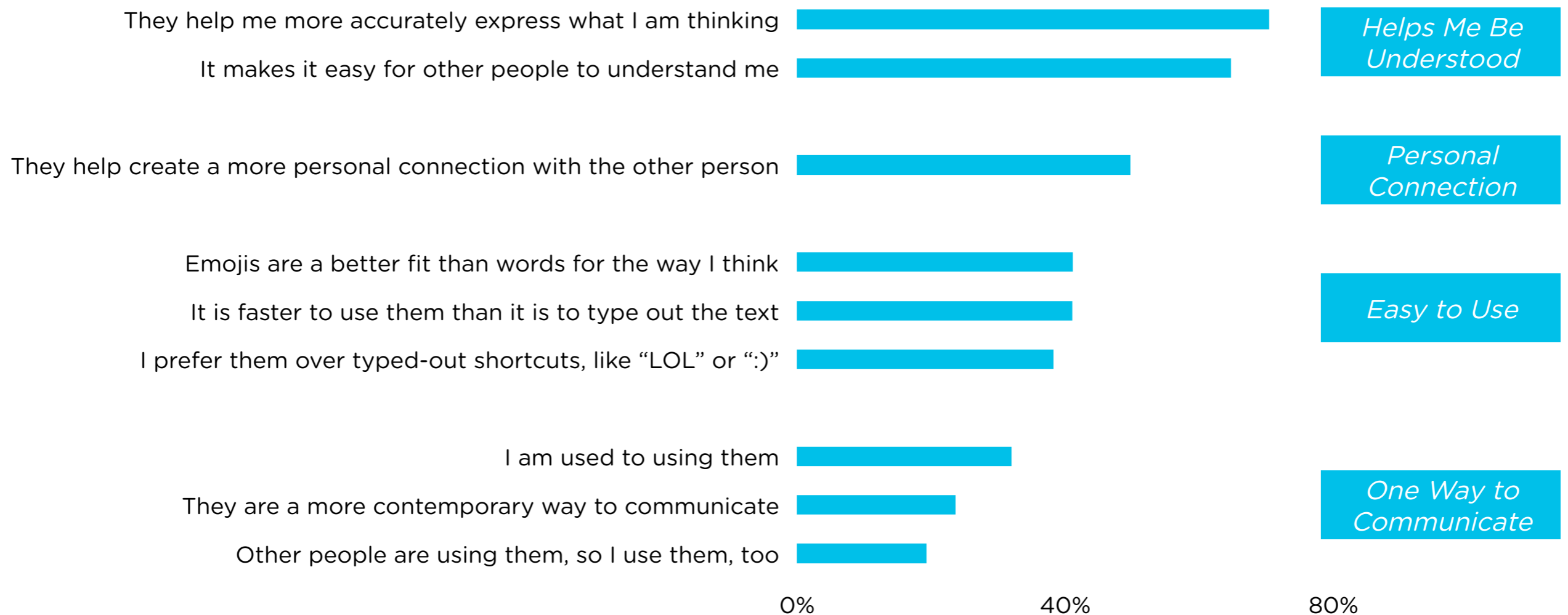
**3.3 Seconds**



## REASONS WHY PEOPLE USE EMOJIS

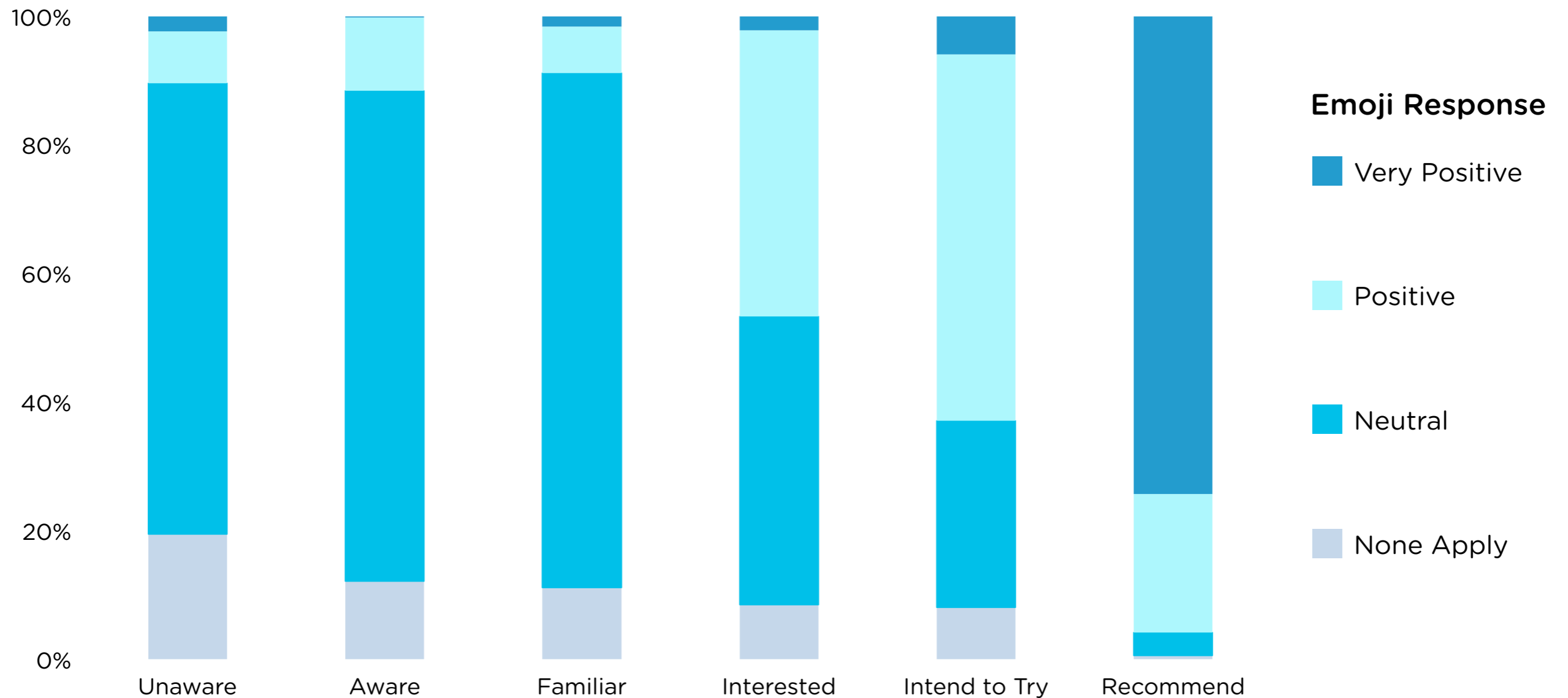
# Emojis aren't just pretty faces - people call upon them to help create personal relationships

Simple communication is among the least important of the reasons emojis are used



## THERE'S DATA IN THOSE EMOJIS

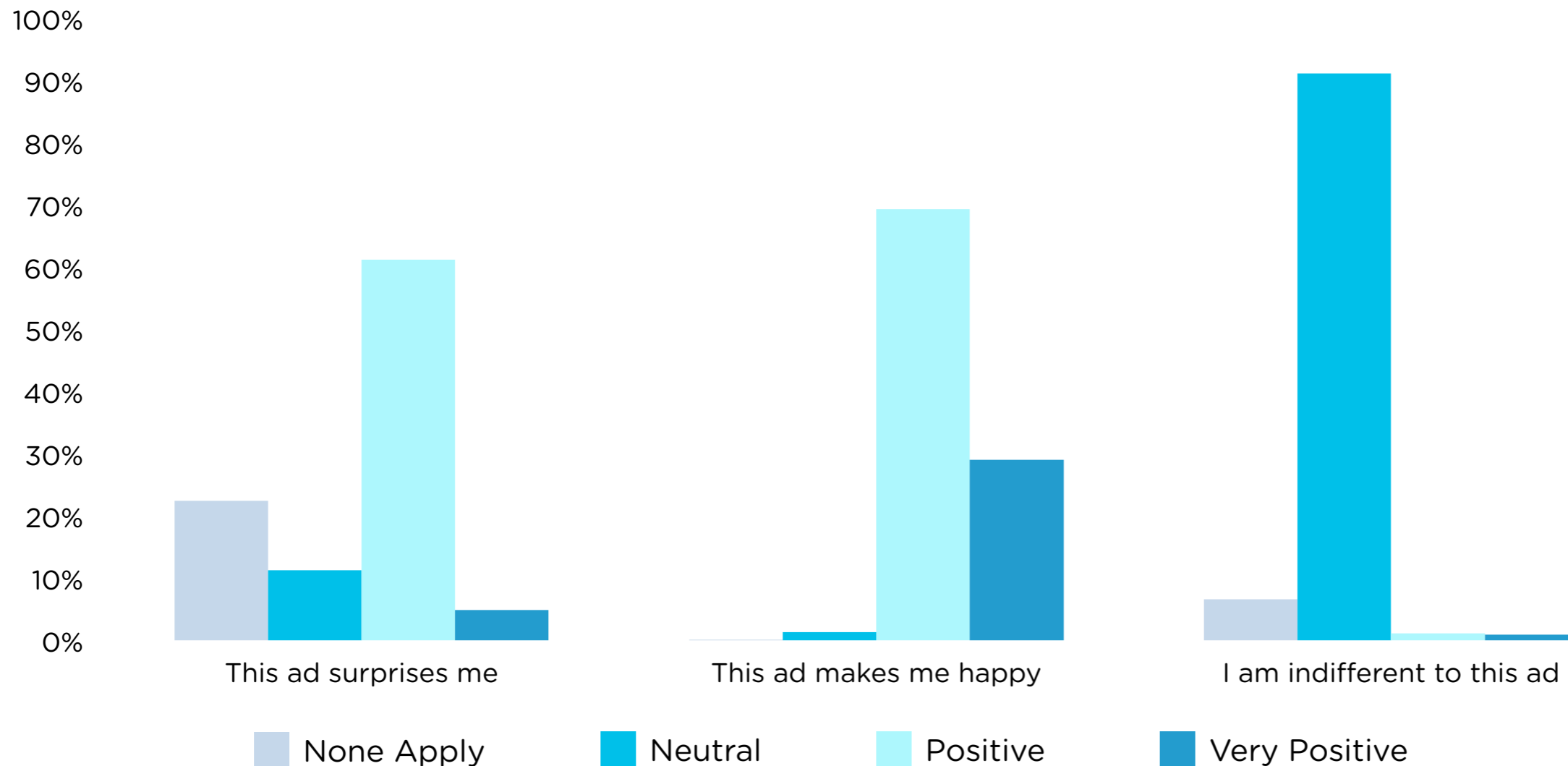
A consumer's use of emojis in digital advertising represents their journey through the purchase funnel



THERE'S DATA IN THOSE EMOJIS

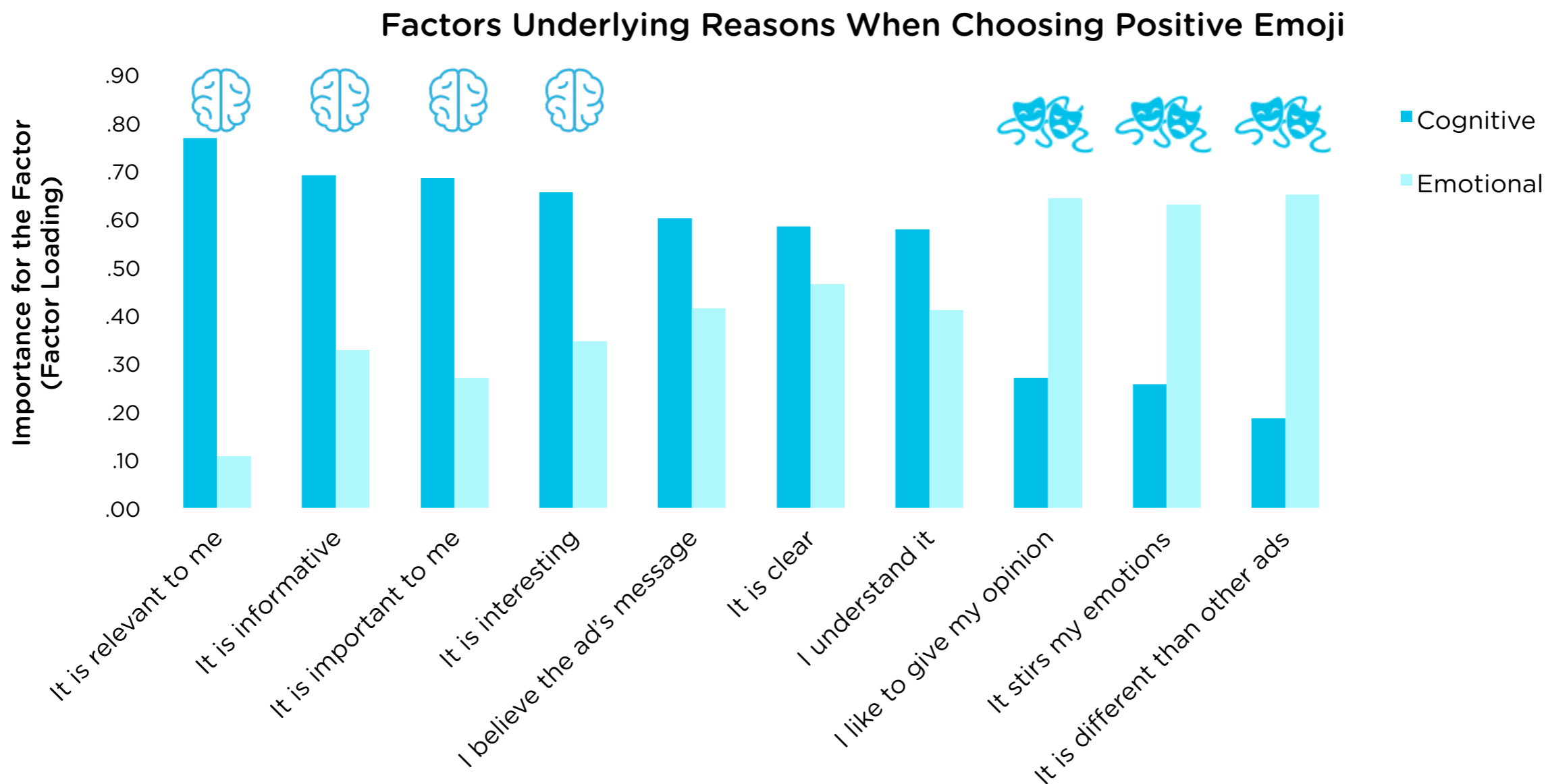
Emotional states ranging from neutral to very positive are well-described by emoji responses

But not all such emotions are well-described by emojis - over 20% of the time, consumers cannot pick an emoji to go with being surprised



## THERE'S DATA IN THOSE EMOJIS

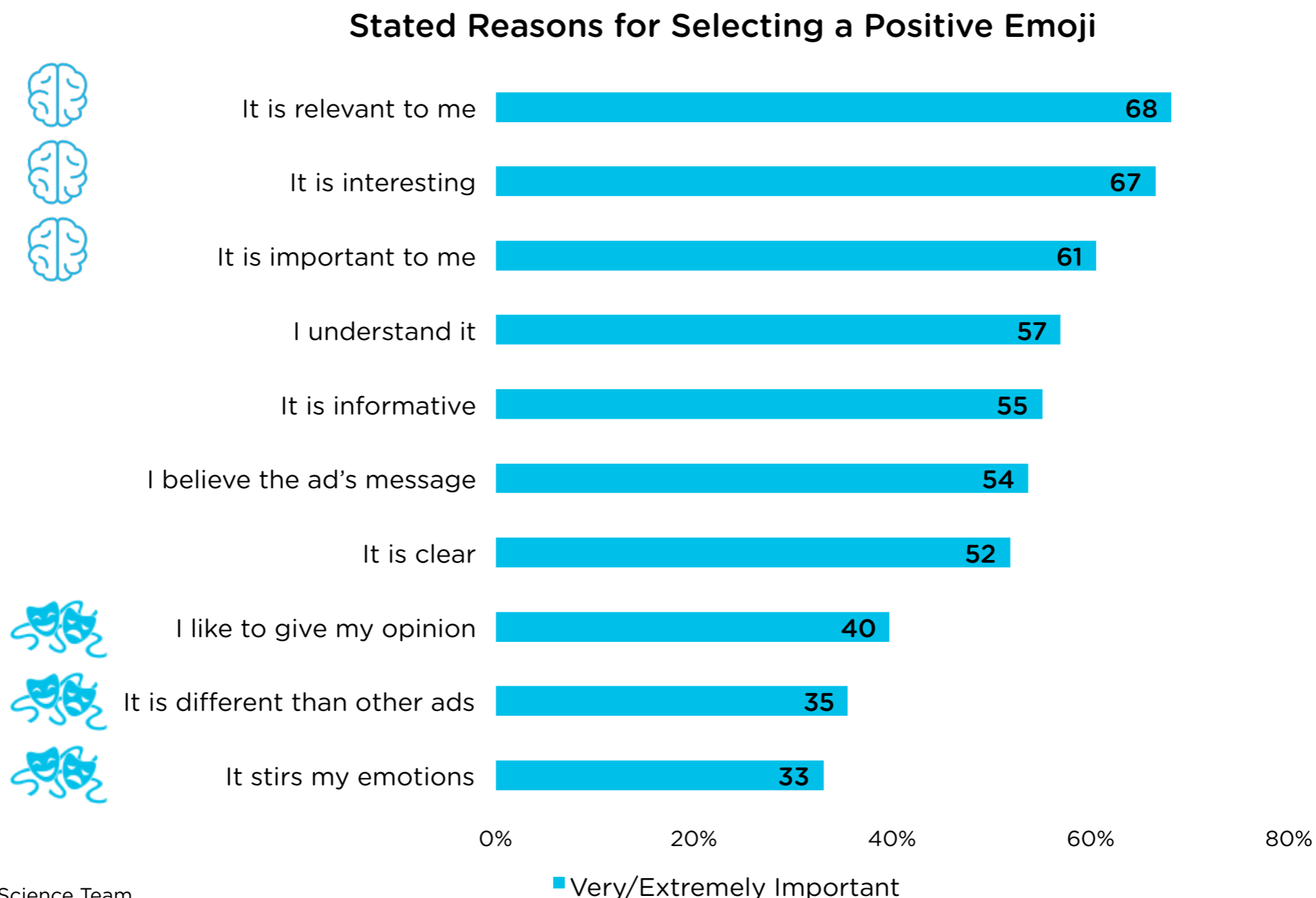
Two factors underlie the user's action of selecting a positive emoji in advertising: one reflects *cognitive* reasons, and the other reflects *emotional*





## THERE'S DATA IN THOSE EMOJIS

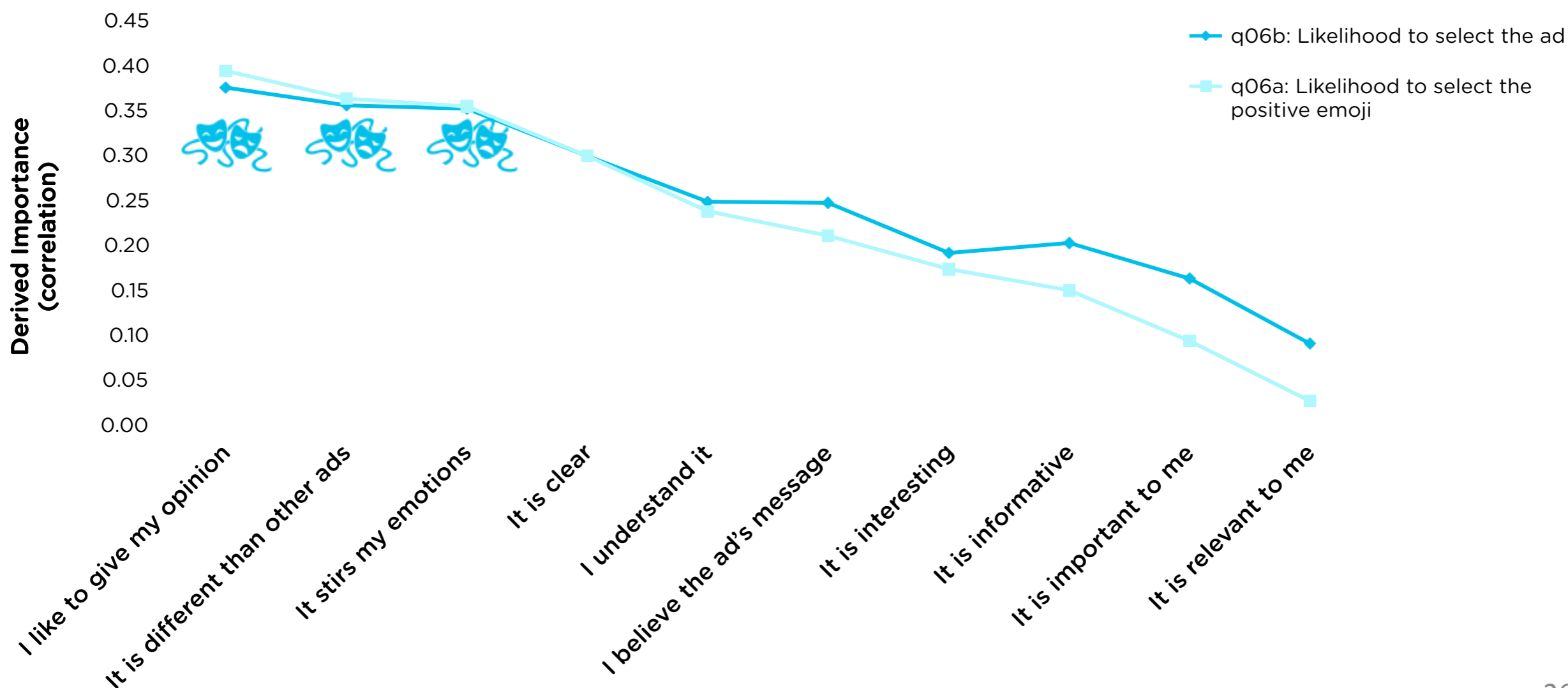
When visitors use a positive emoji, they *think* that they do so for cognitive reasons, not for emotional ones...



## THERE'S DATA IN THOSE EMOJIS

...But those likely to click through *actually* do so for emotional reasons, whether they are selecting the ad or a positive emoji

Importance When a Positive Emoji Is Available



## THERE'S DATA IN THOSE EMOJIS

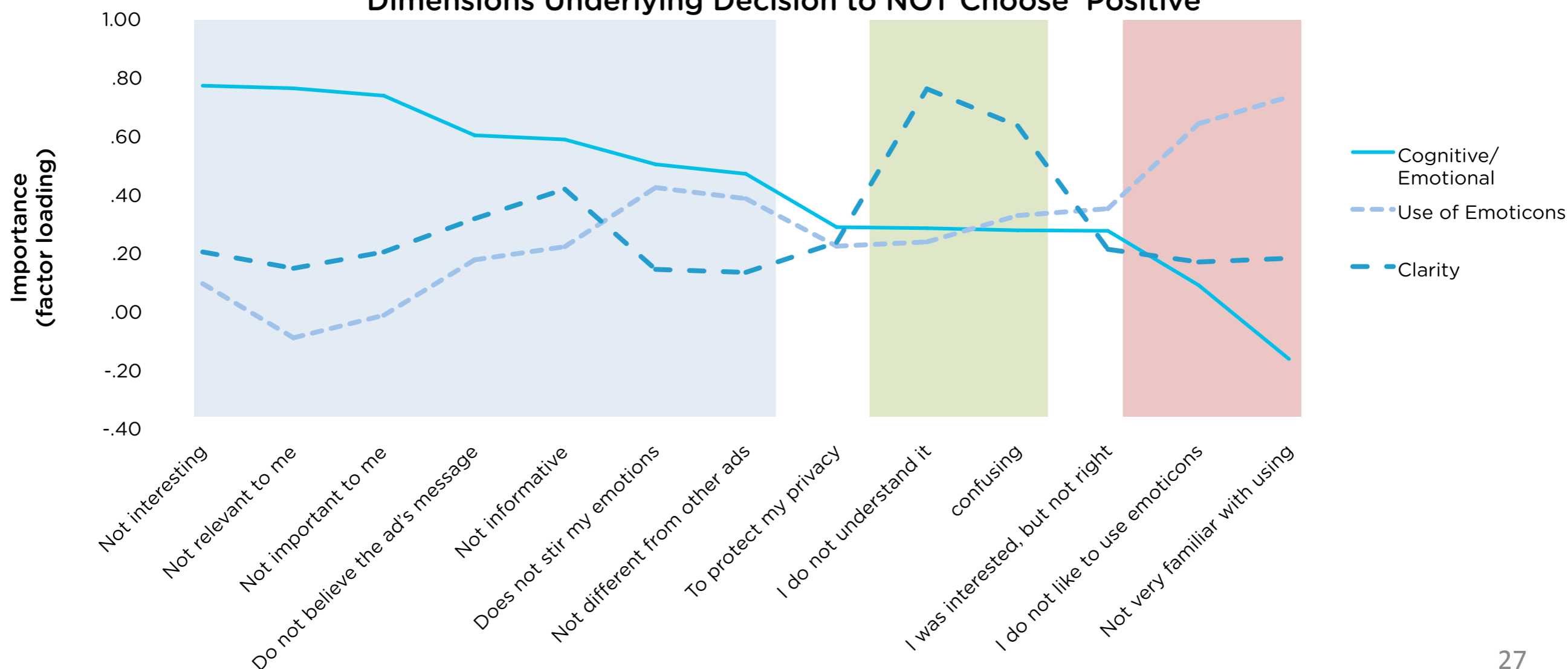
# Three factors underlie the user's decision to NOT select a positive emoji:

1. The ad is not engaging, either cognitively or emotionally

2. The ad itself is not clear

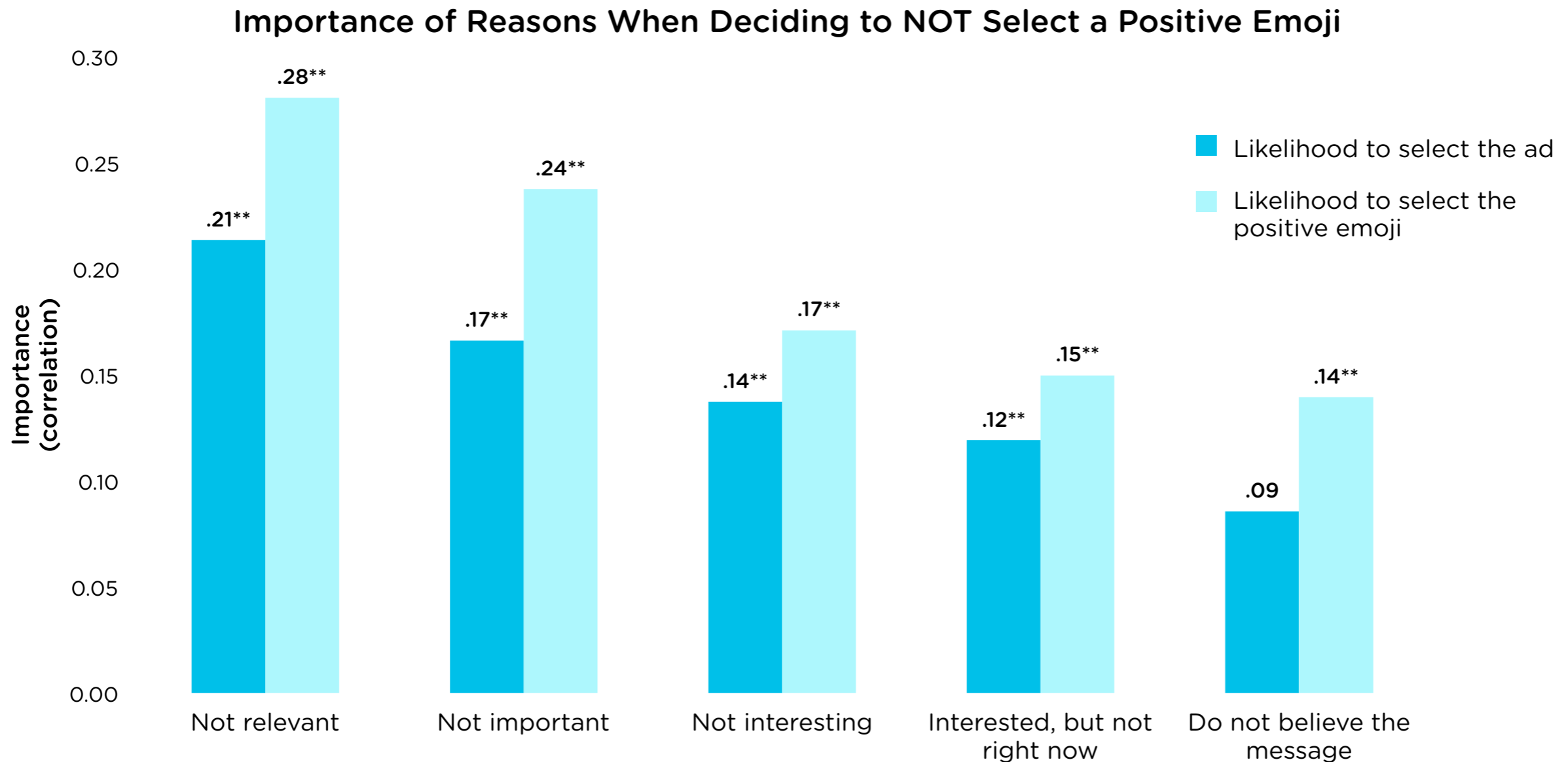
3. The user is not comfortable with emojis

Dimensions Underlying Decision to NOT Choose 'Positive'



## THERE'S DATA IN THOSE EMOJIS

In fact, the underlying reasons for *not* selecting a positive emoji reflect traditional marketer KPIs: relevance, importance, credibility and interest



Emoji is breaking  
out of the keyboard

## EMOJI GOES TO HOLLYWOOD

**Sony Pictures Animation won a Hollywood bidding war to produce an emoji themed movie**



...AND A TV GAME SHOW SERIES

Undercover Boss producer, Studio Lambert, is bringing The Great Emoji Challenge to the U.S. and UK

The Great Emoji Challenge Game Show



Translate

Contestants decipher a message written in emoji



Advance

The prize increases with each correct translation



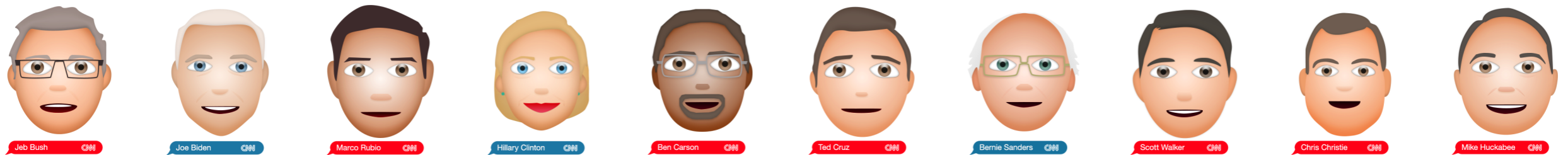
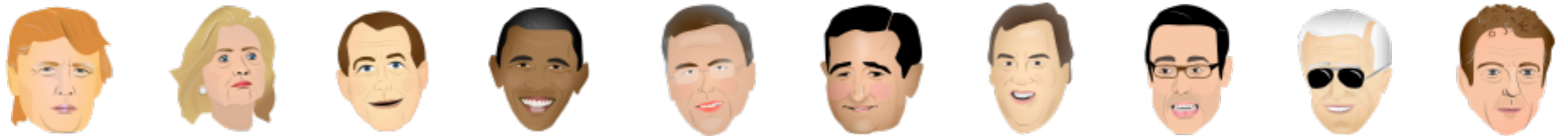
Win

Consecutively translate emojis messages correctly to take home the \$1,000,000 grand prize

## USE IN POLITICS

# Emojis are gaining popularity in politics too

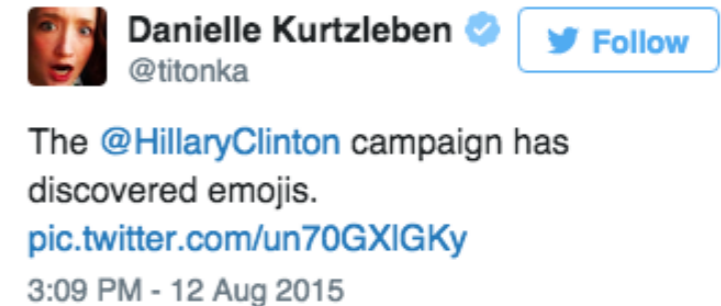
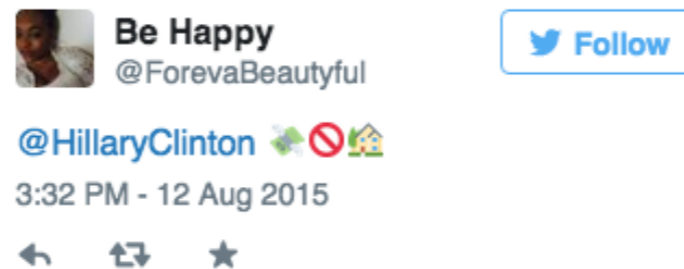
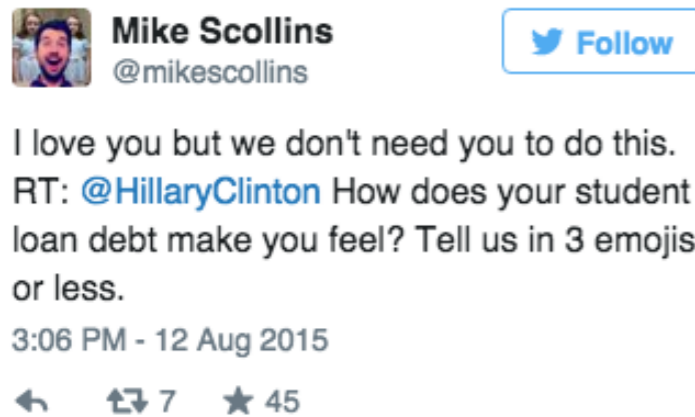
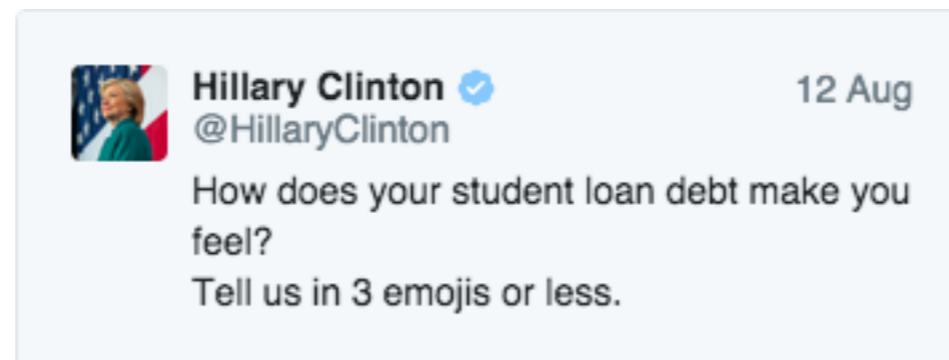
The Washington Post and CNN have created candidate and election 2016 emojis





## USE IN POLITICS

# Although some politicians are still working out the kinks ...



← ↻ 356 ★ 379









## ACADEMICS ARE EMBRACING THEM

Emoji “happen to have not become entrenched yet, but as with many of our punctuation symbols, like a question mark or an exclamation point, they are there to convey some communicative force that would not be obvious just from the arrangement of words on a page”

## EMOJIS ARE HELPING GLOBALLY

Emoji is a universal language that promotes safety and breaks down language barriers

### Emoji for Food Allergies Proposal

Color Sample	To represent products containing:
	Peanuts
	Soybeans
	Buckwheat
	<u>Sesame</u> seeds
	Kiwi fruit
	Celery
	Lupin beans
	Mustard (could also use jar of mustard, or yellow squeeze-bottle) Maybe also the plant.

### Emoji Flashcards for International Travel

	
TWO BEERS PLEASE	I'LL HAVE THE PIZZA
	
CAN YOU TAKE A PHOTO OF US, PLEASE?	TWO ICE CREAMS PLEASE

### Order Cocktails via Emoji in London

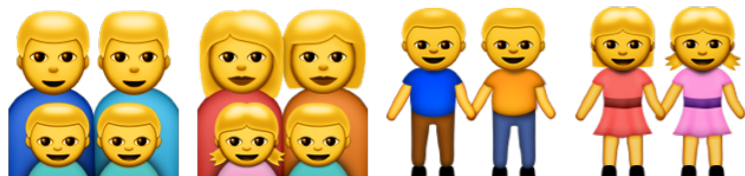
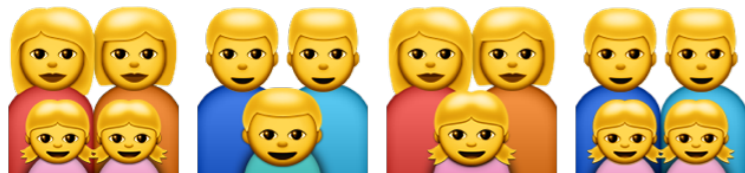
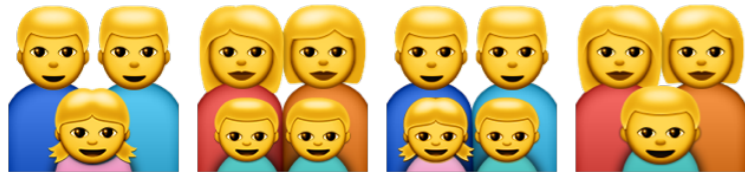


To order a drink customers post a photo on Instagram and tag the image with the emojis corresponding the menu

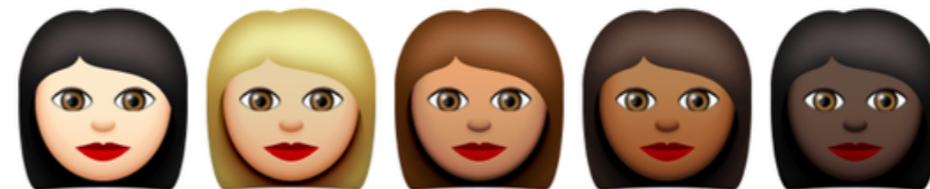
## EMOJIS ARE FORWARD THINKING

Emojis are constantly updated to reflect societal changes

### LGBT Emojis



### Ethnic Emojis



## EMOJIS AS A MOVEMENT

# Emojis are being used to promote causes and movements

### WWF #EndangeredEmoji campaign



Users who signed up to be a part of the campaign were given a suggested (voluntary) monthly donation based on their use of the Endangered Emojis on twitter

### Emojis to help abuse victims communicate



A Swedish charity launched Bris Abused Emojis to help young victims talk about what is happening to them



## FOOD + EMOJI

You can even have food delivered by tweeting the emoji or “fooji” of the type of food you want



food emojis. delivered.

## Food + Emoji = Fooji

Fooji selects the meals from your neighborhood's top restaurants each week so you don't have to choose

All meals delivered for \$15 each regardless of the food

Currently in New York and San Francisco  
with planned expansion to more locations

## EMOJIS ARE HERE TO STAY

# In May of 2015 Merriam-Webster officially added emoji to the dictionary

But using words to describe emoji seems counter productive...

“Any of various small images, symbols, or icons used in text fields in electronic communication (as in text messages, e-mail, and social media) to express the emotional attitude of the writer, convey information succinctly, communicate a message playfully without using words, etc.”

*Source: [www.merriam-webster.com](http://www.merriam-webster.com)*

THANK YOU

emogi

the emotion engine

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Founder & CEO

For Partnerships:  
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[sales@emogi.com](mailto:sales@emogi.com)