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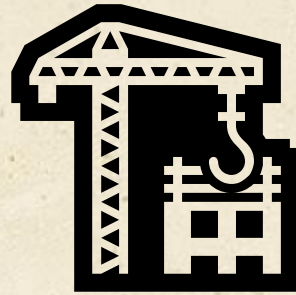
# Emoji:

**What are They, Where Did They Come From, and Can they Help with Marketing?**



## Today's agenda: ✓

- Getting a foundation in emoji
- Psychological factors in emoji use
- So, should you use emoji for marketing?
- To conclude...



# GETTING A FOUNDATION IN EMOJI





# What are these things, anyway?

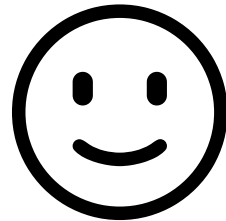
*“Emoji are pictographs (pictorial symbols) that are typically presented in a colorful form and used inline in text. They represent things such as faces, weather, vehicles and buildings, food and drink, animals and plants, or icons that represent emotions, feelings, or activities.”*

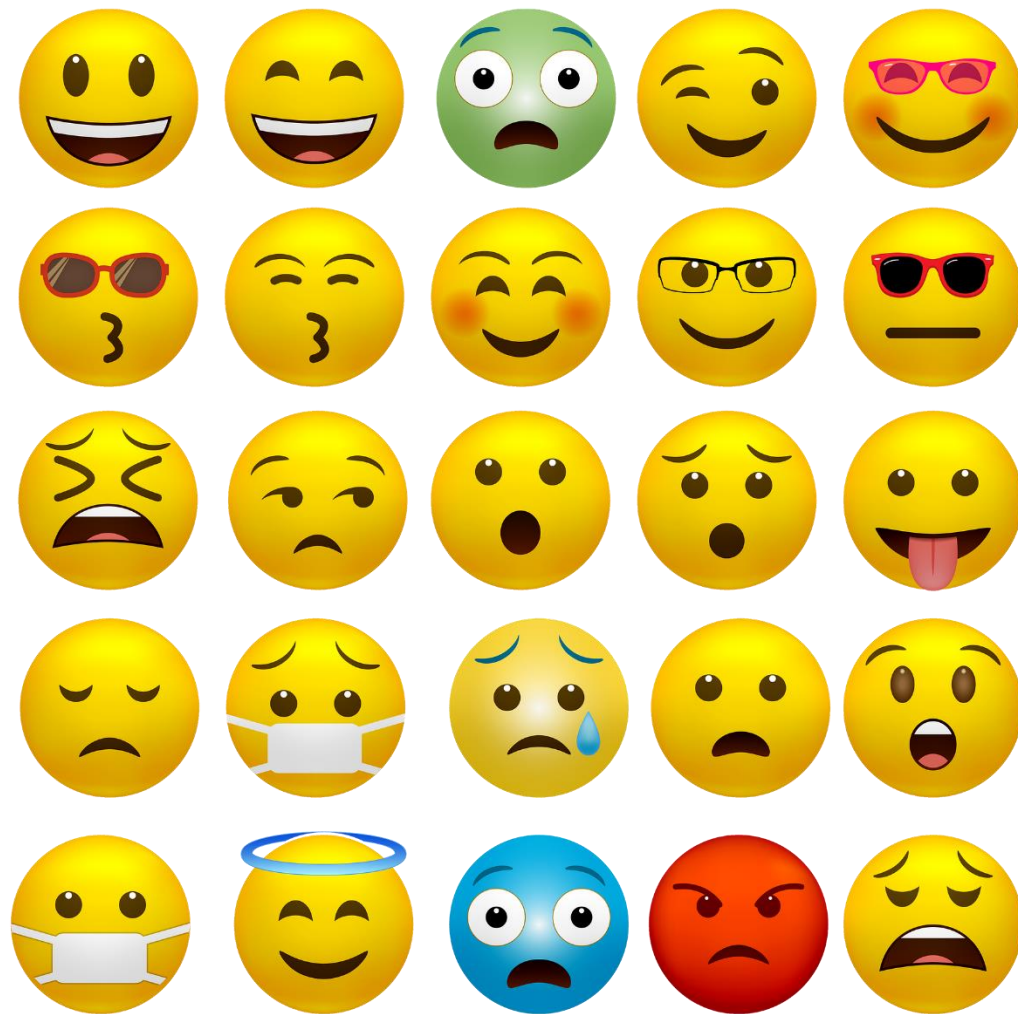
[Emoji Subcommittee's official homepage at unicode.org](https://unicode.org/emoji-subcommittee/)

# Emoji vs. emoticon

:)

Versus





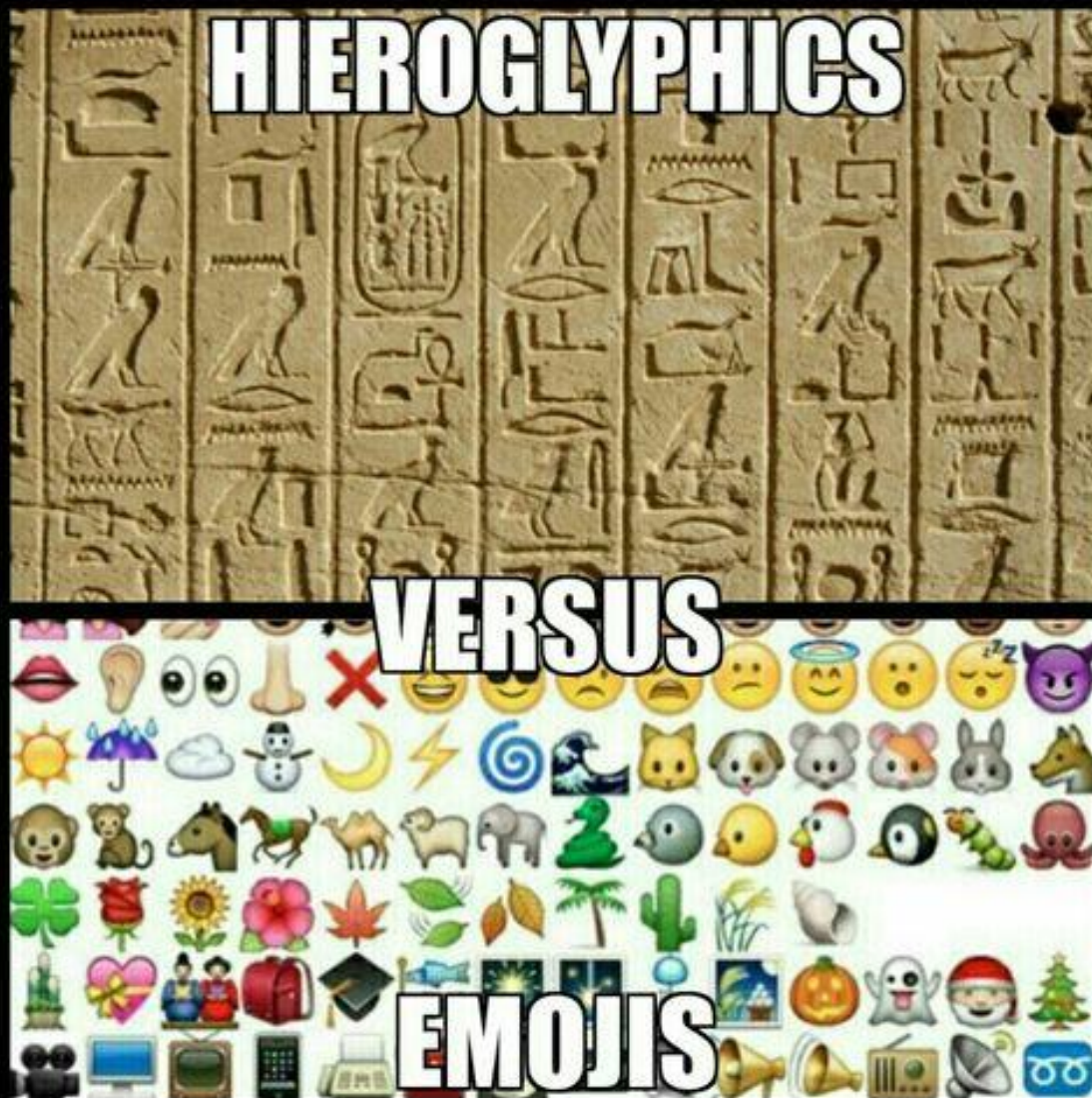
More controversial than one might believe

@UnrulyGirlAndBoy

**HIEROGLYPHICS**

**VERSUS**

**EMOJIS**



*“To assert that Emoji will make us poorer communicators is like saying that using facial expressions in conversation makes your ideas more difficult to understand. The idea is nonsensical.”*

Vyvyan Evans, a cognitive linguist and author of *The Emoji Code*





**Generational differences**

**A  
picture**

**is  
worth**

**a  
1000  
words**



# Where did the word “emoji” come from?



PICTURE

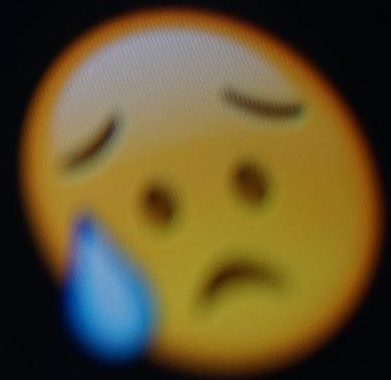
+

WRITE

+

CHARACTER

**When did they first appear?**







**Where do emoji come from?**



What's the plural ?

**EMOJI**

versus

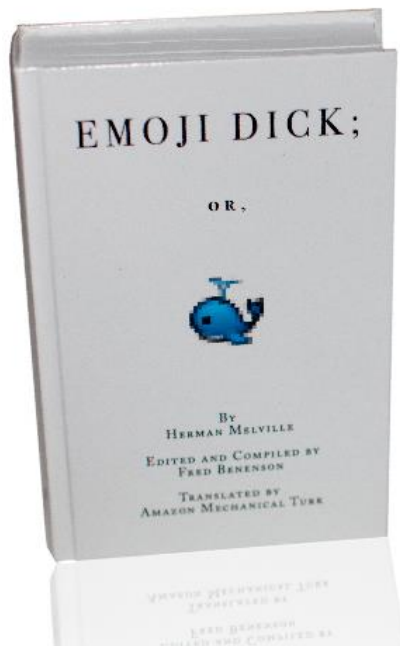
**EMOJIS**

# Only getting *more* popular



# Moby Dick?

## EMOJI DICK;



O R



BUY THE  
SOFTCOVER  
(B&W)  
\$40



BY  
HERMAN MELVILLE

BUY THE

- <http://www.emojidick.com/>



# Katy Perry's "Roar"



Screenshot from <https://www.businessinsider.com/how-teens-use-emojis-to-talk-2013-10>

*I used to bite my tongue and hold my breath  
Scared to rock the boat and make a mess  
So I sit quietly*

# High fashion



Image from  
<https://www.thefashionspot.com/buzz-news/latest-news/684409-emoji-prints-at-chanel-fall-2016>



<https://www.imdb.com/title/tt4877122/>

FULL CAST AND CREW

TRIVIA

USER REVIEWS

IMDbPro

MORE

SHARE



# The Emoji Movie (2017)



3.3  
55,544



Rate  
This

PG

1h 26min

Animation, Adventure, Comedy

28 July 2017 (USA)



2:12 | Trailer

17 VIDEOS

85 IMAGES

<https://www.facebook.com/PersonalisedPlatesQueensland/photos/a.397409556826/10156835584151827/?type=3>



**PPQ Personalised Plates  
Queensland**

February 10, 2019 · 🌐

Soon you will be able to add a little character to your plate! 😊 To celebrate the launch of Emoji Plates we're giving away an Iphone Xs Max and an Emoji prize pack worth \$200(Total prize value \$2k)! 🤩 So come on, what are you waiting for? 🤩 Head to [PPQ.to/emojicomp](https://ppq.to/emojicomp) and come up with a combination that makes us 😂 or 😊 to win!

👍 😂 🍷 99

215 Comments 46 Shares



Like



Comment



Share



Most Relevant ▼



**Christoph Johann Leitner  
Andrew Berrill**





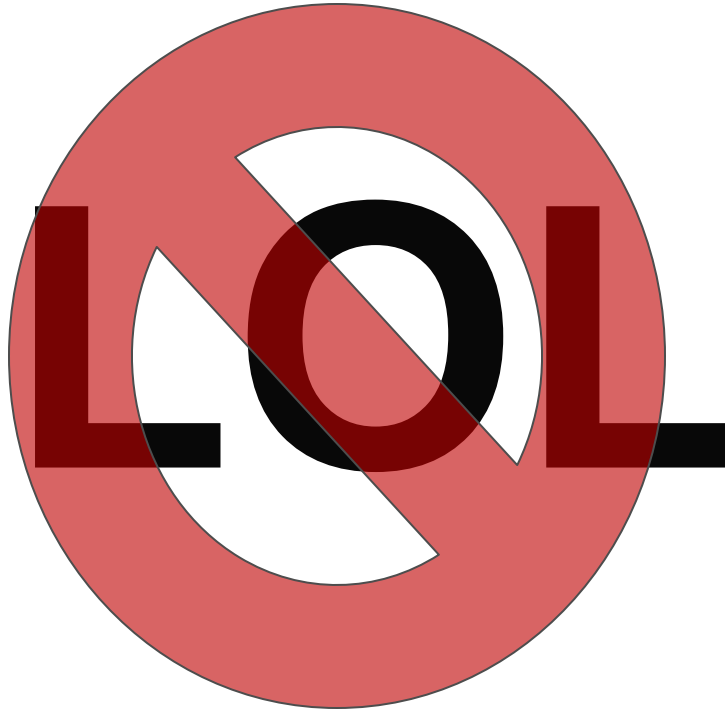


# <http://emojitracker.com/>

emojitracker: realtime emoji use on twitter

3116808002	1556660077	1107702520	1106975359	968596902	801627975	705723162	542886339	527745190	523365311
490130917	471210476	428438809	424210638	389303782	367814235	359084870	336519517	324742885	318329895
312874155	294497086	285642405	284660848	275698943	275017888	273034629	267667041	255217497	254239831
238677982	234599254	221112629	214125090	209079347	202571788	184295040	183281089	182537872	177429435
176609072	169438734	164943851	163165822	162363130	158515529	157393927	155666094	152808460	144493709
144146441	141490746	140810805	140215623	136051329	133577536	130788201	128433592	126589892	123384021
122152677	119380305	117299618	116224150	113846277	112979156	110993137	109465016	108169597	107546710
106437963	106408546	103389027	100419374	99233447	98714177	98701311	98081047	96382669	93370167
90538534	90465487	90343443	89099810	88474204	87317584	86779670	86277933	85642404	81968999
73891602	73676718	72563348	72457735	70597028	69841222	65831457	62063311	61704537	61015364
60643153	58659065	58188326	56418702	53420661	52588685	50184587	49577681	48553715	46676774
46556184	46344205	45949590	45338747	44376963	44124841	44083249	43532642	42698266	42541526
42138962	40179682	39824076	39377699	38763215	38639974	38234380	37129114	36632669	36522848
36115147	35187018	35164878	34654598	34398709	34144061	33959982	33855123	33580134	33460455
32822153	32812771	32492621	32444694	32397805	32369203	31850848	31757993	31657090	31315130
31134814	31126203	30889364	30851107	30713095	30456498	30417130	30336237	30172732	30033617
29977573	29924955	29427809	29055021	27492190	26503282	26442031	26188881	26017084	25914189
25604967	25455182	25070176	24931864	24635832	24281277	24249930	24220753	24163823	23896280
22947289	22864991	22373158	22319910	22258850	21488272	21425452	21218396	21218396	21218396
21194822	21173842	21080645	20975620	20974050	20828752	20475575	20473512	20231840	19825828

RECORDED WITH  
SCREENCAST-O-MATIC



**Say goodbye to LOL**

# Emotional supplement



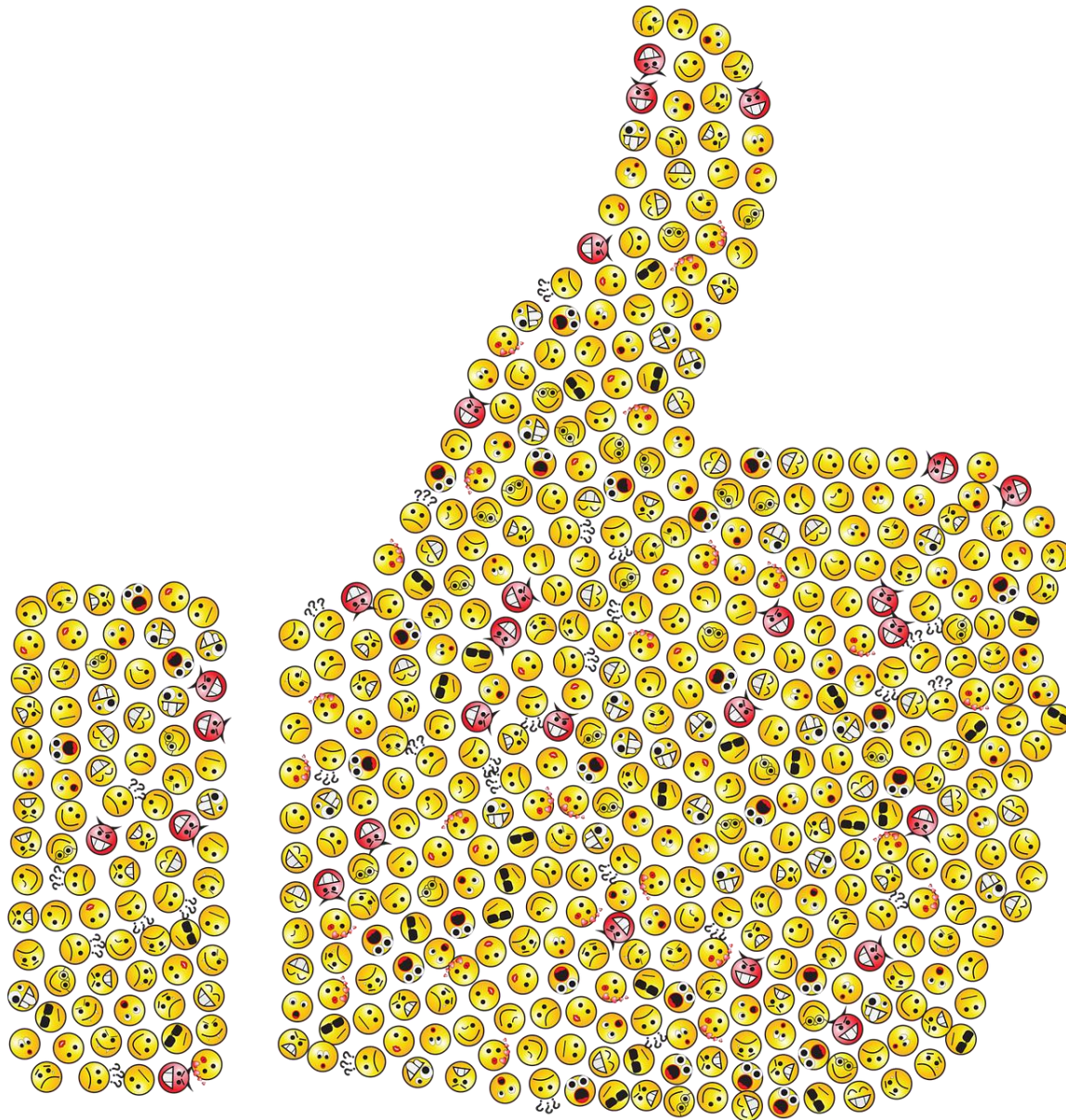




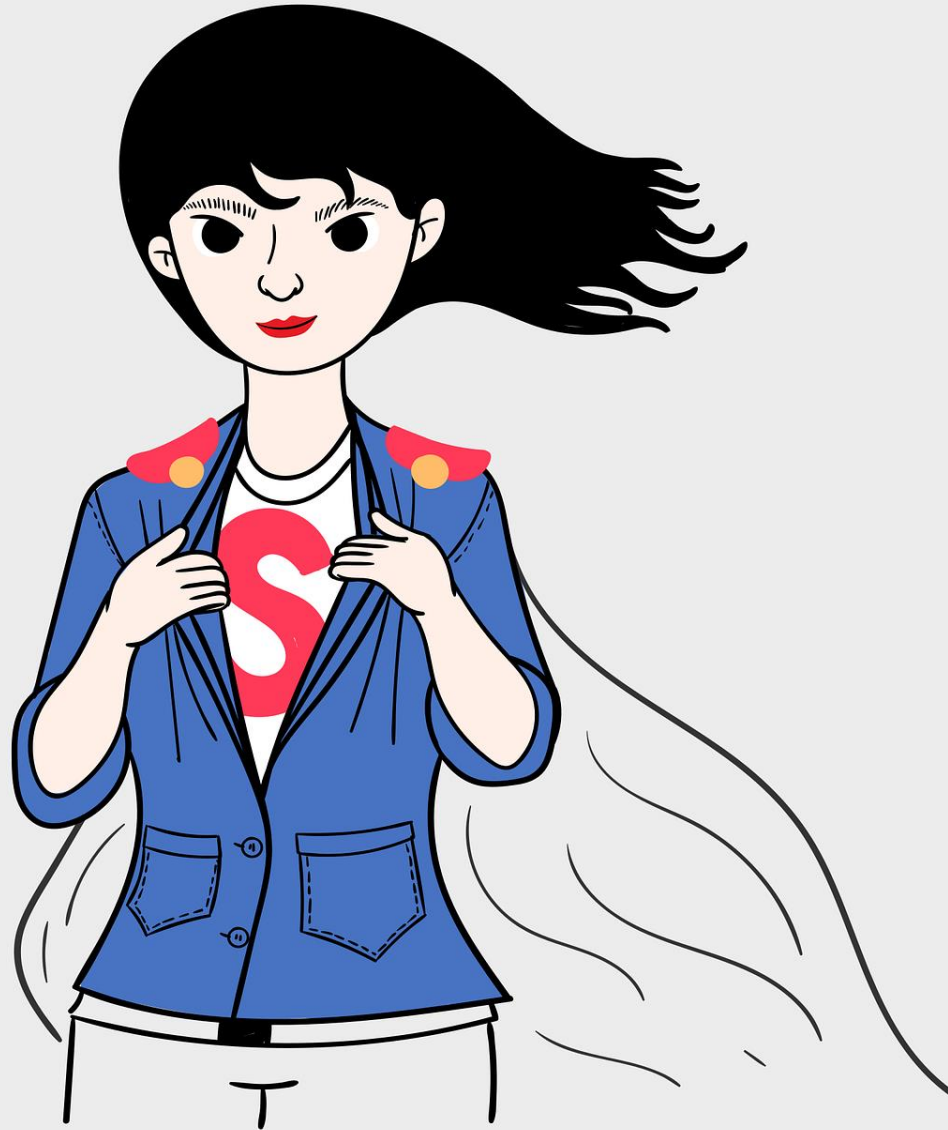
# **PSYCHOLOGICAL FACTORS IN EMOJI USE**



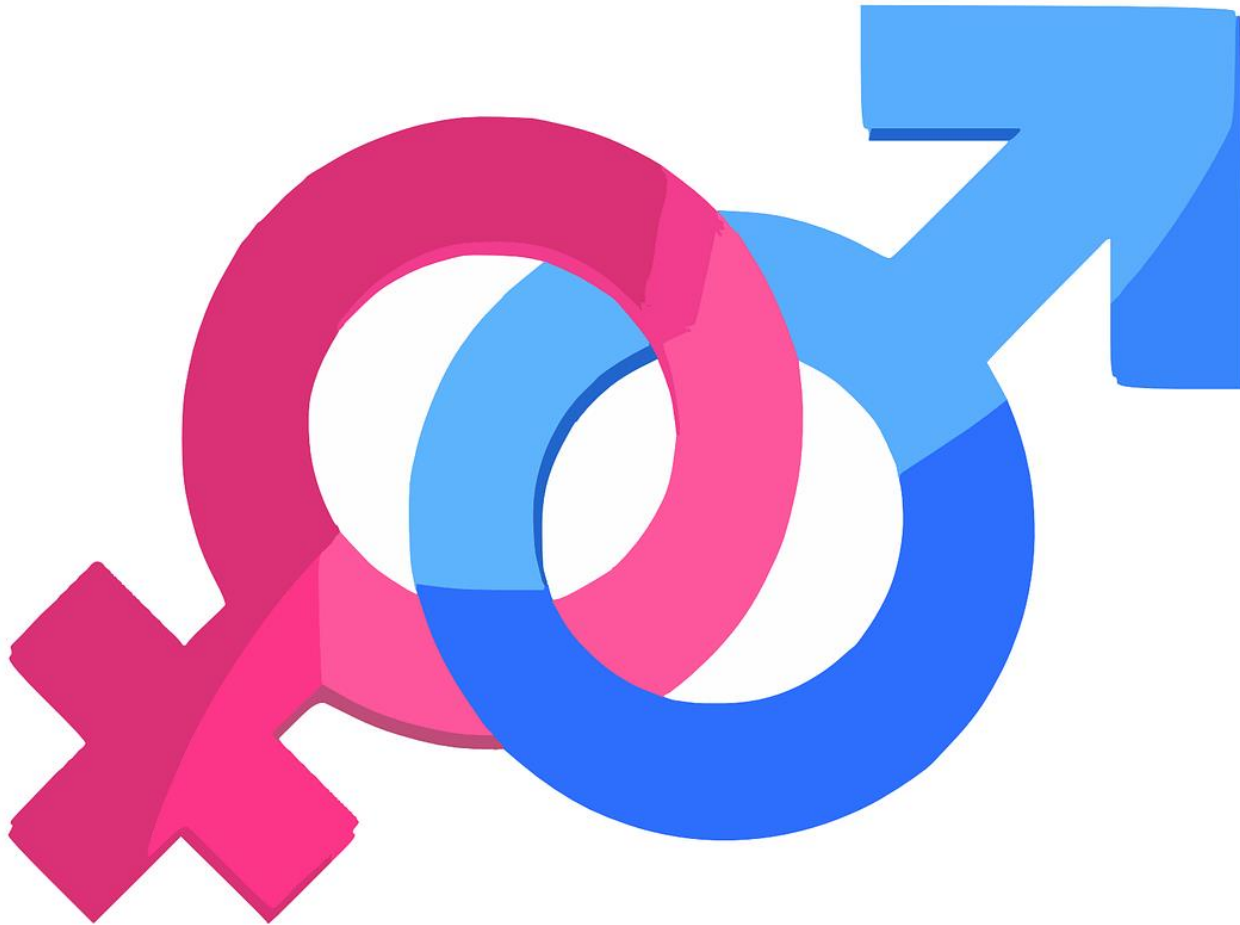
# More emojis, more agreeable



# Link between influence and emojis



# Emoji use influenced by gender



# Suicide risk indicator





# SIMPSONS YELLOW

3/10

In 2015, 5 emoji skin-tones were released. But the “non-realistic” yellow **remains** the default <sup>(1)</sup>



The yellow tone is based on **white** skin. In the Simpsons, BIPOC characters were still marked as **other** <sup>(3)</sup>

**DEFAULT SKIN TONES  
ARE NEVER NEUTRAL**

Yellow as a ‘neutral’ for humanoid characters reinforces **color-blind racism**



“If Emojis Can  
Be Flirty, They  
Can Also Be  
Racist”

[https://drive.google.com/file/d/1fK1eUvwjL98bO2KkdH4xJsQ6wNlvPK\\_O/view](https://drive.google.com/file/d/1fK1eUvwjL98bO2KkdH4xJsQ6wNlvPK_O/view)



So, should you

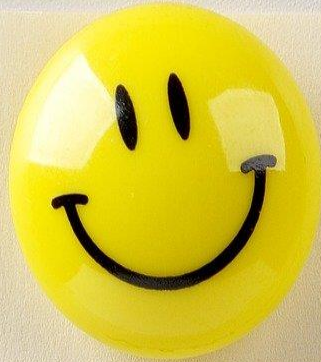
**USE EMOJI FOR MARKETING?**



**We're visual**







Remember

**Emojis affect info processing**





**The emoji effect is real**





# More engagement

- **Twitter**: more than 25%
- **Facebook**: 33% - 57%
- **Instagram**: 48%



**What about email subject lines?**



**Use sparingly**



*“You need to be careful to not cross the line. Don’t use them irrelevantly in your communications in an attempt to increase your user engagement or indicate that you’re on top of communication trends.”*

--Neil Patel

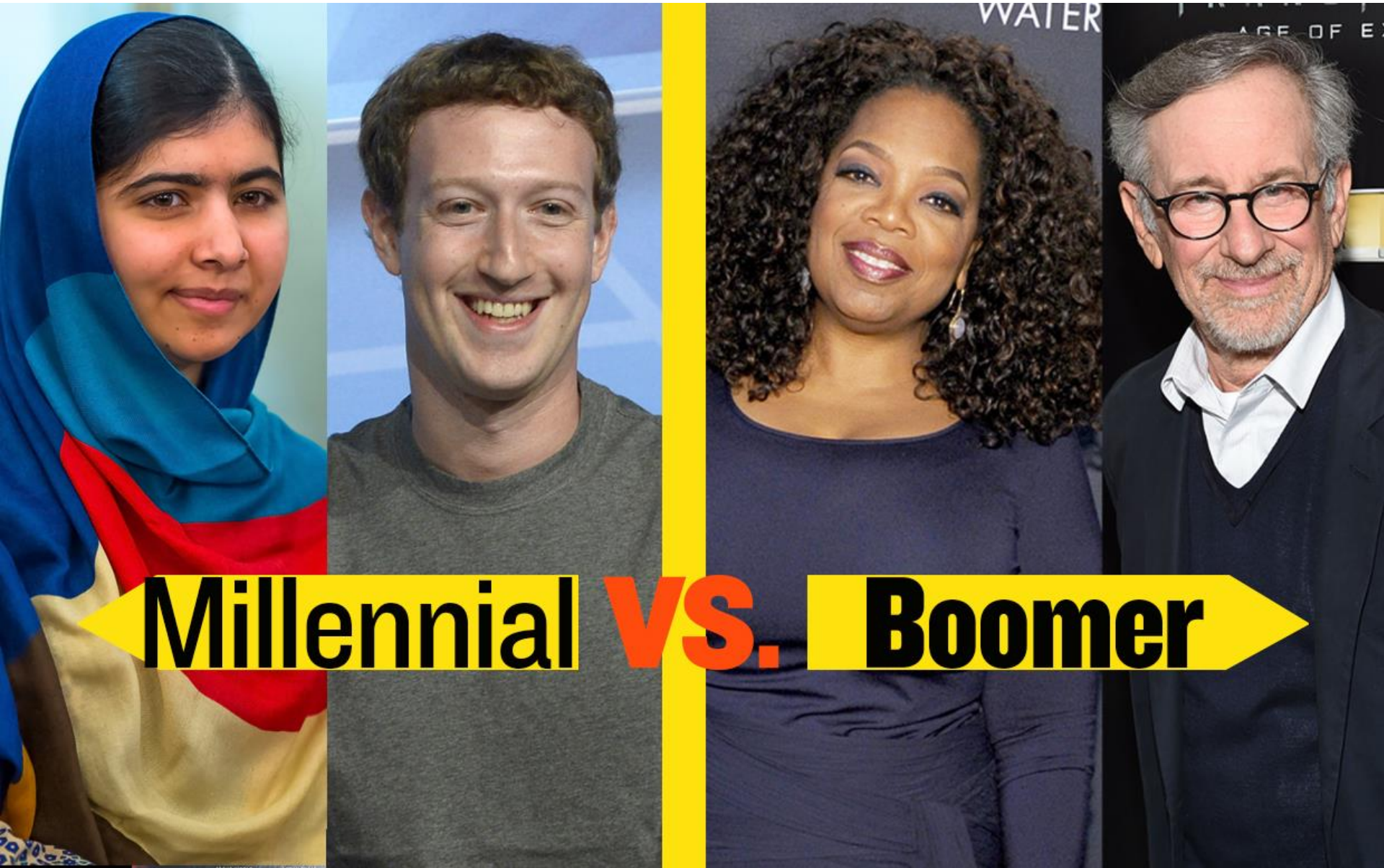


Image from [https://parade.com/417123/scott\\_steinberg/field-guide-millennials-vs-baby-boomers/](https://parade.com/417123/scott_steinberg/field-guide-millennials-vs-baby-boomers/)

# Use in moderation



**Goldman Sachs**

@GoldmanSachs



How [#millennials](#)' life choices will reshape the [#economy](#):

[link.gs.com/wu8k](http://link.gs.com/wu8k) + =

♡ 174 9:26 PM - Mar 6, 2015



357 people are talking about this



# Beware alternate meanings



## Person Tipping Hand

### Emoji Meaning

A person tipping their hand by their shoulder as if they're carrying a tray of drinks or flipping their hair. Originally called *Information Desk Person*.

This emoji is commonly used to express sassiness or sarcasm.

While no gender is specified, many early designs displayed this emoji as a woman. Google's 2014 design shows a blob wearing white gloves and a pillbox hat. Microsoft's 2015 design shows a woman doing this gesture while winking, a facial expression that further reinforces the sassy and sarcastic uses of this emoji.

*Person Tipping Hand* was approved as part of Unicode 6.0 in 2010 under the name "Information Desk Person" and added to Emoji 1.0 in 2015.

### Copy and Paste

Copy and paste this emoji:



Copy



Previously displayed a gendered appearance. Platforms switched to a gender-inclusive design for this emoji in 2019.





**TO CONCLUDE...**





**Express emotion in a fun way**

# Emoji Resources



- **The Emojipedia**  
[<https://emojipedia.org/> ]
- **Emojisaurus**  
[<http://emojisaurus.com/> ]
- **Get Emoji**  
[<https://getemoji.com/> ]















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# THANKS FOR ATTENDING!