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2.3 TRILLION mobile messages that incorporate emoji will be sent this year

Source: Emogi Research Team
Profile of Mobile Messaging App Users

“Heavy” mobile messaging app users are female, younger, and highly engaged with emoji.

Light Users
Sends messages from several times a year up to weekly

- 27% of mobile message app users
- 46% Boomers
- 29% Gen X
- 25% Millennials
- Mean 1.7 apps used
- 37% of messages have emoji
- 59% are interested in having emoji alternatives beyond the standard set

Medium Users
Sends messages daily

- 25% of mobile message app users
- 33% Boomers
- 33% Gen X
- 34% Millennials
- Mean 2.5 apps used
- 49% of messages have emoji
- 75% are interested in having emoji alternatives beyond the standard set

Heavy Users (Emoji Elite)
Sends messages several times a day

- 49% of mobile message app users
- 31% Boomers
- 31% Gen X
- 38% Millennials
- Mean 2.6 apps used
- 56% of messages have emoji
- 83% are interested in having emoji alternatives beyond the standard set

Data weighted to represent the US Census population of Internet-using adults ages 18+

Source: Emogi research team

2016 EMOJI REPORT
Selection of Mobile Messaging Apps

When compared to Light mobile messaging users, Heavy users value the ability to send photos, send videos and use emoji the most.

The ability to send text and the ability to work over a WiFi network are the two most important features overall. But they show modest difference between the segments, suggesting that they are the cost of entry for picking a mobile messaging app.

Drivers of Choice

Source: Emogi research team
Mobile Messaging App Use in the USA

Facebook Messenger dominates with over 60% of mobile message app users (MAUs) per month. At the other end of the usage distribution, a wide variety of apps are under the 10% barrier.

Source: Emogi research team

62% 37% 34% 28% 23% 21% 12% 6% 4% 3% 3% 3% 3% 2% 2% 1%

Facebook Messenger  Twitter  Apple iMessage  Google Hangouts  Snapchat  WhatsApp  Kik  Slack  LINE  Viber  WeChat  KakaoTalk  Tango  Blackberry  QQ
Mobile Messaging App Use in the USA

Although it has half the MAUs of Facebook Messenger, Apple iMessage dominates in user engagement as it is used several times a day by over half of its users. WhatsApp, at next-best, has half of Apple iMessage’s level of engagement.
Engagement with Apps

Two apps stand out in user engagement: Facebook Messenger most of all, followed by Apple iMessage – compared to others, both show high degrees of daily use and share of total messages being sent.

Apps used either most frequently or with highest percent of messages sent: Facebook Messenger, Google Hangouts, Apple iMessage, LINE, Snapchat, Skype, Tango, Twitter, WhatsApp

Source: Emogi research team
Emoji Progress within Mobile Messaging Apps

The major mobile messaging apps are innovating with emoji to expand app functionality, differentiate themselves, and develop user loyalty.

Twitter has been actively introducing emoji, ranging from entertainment to politics to history.

- 2016 Olympics
- Zoella
- Queen Elizabeth II's birthday
- Pakistan's Independence Day
- EU Referendum
- New York Public Library – if the Twitter user sends the bot an emoji, the library returns an image from the library's archive

Apple iMessage has been responding to its own users' political sensibilities

- The “pistol” emoji has been replaced by a water pistol

The latest operating system update is adding gender diversity to its emoji characters
Emoji Progress within Mobile Messaging Apps

Snapchat has introduced some of the most innovative applications of emoji.

Snapchat automatically adds emoji next to your friends’ names. These can be based on:

- Frequency of messaging
- Birthday
- Zodiac sign
- Chat status
- Officially verified account

Snapchat also allows you to add 3D stickers to your Snapchat video. This allows you to “pin” emoji to objects in your videos, and have those emoji track and move around with objects.
Emoji Progress within Mobile Messaging Apps

Given Facebook’s scale, it is not surprising to see that they have been introducing a wide variety of emoji features.

• Facebook Reactions. Facebook added six emoji to its users’ timelines to provide feedback other than the traditional “thumbs up”.

• This year Facebook Messenger introduced over 1,200 newly designed emoji.
  - For special occasions, it introduced a “Star Trek” emoji action to celebrate the franchise’s 50th anniversary. It also introduced a “Thankful” Mother’s Day emoji, and is considering offering more.

• Facebook recently filed a patent to use facial recognition technology to identify the emoji the user most frequently uses with a particular face. When that emoji is entered, Facebook may instead substitute a matched photo of the user’s face.
Diversity of Apps Used

Heavy users of mobile messenger apps use a wider variety of apps than Medium or Light users.

Number of Apps Used at Least Several Times a Year, by Percent of Mobile App Users

Source: Emog research team

2016 EMOJI REPORT
Satisfaction with Current Emoji Options

Mobile Message app users are satisfied with the emoji they have, but most want more emoji options.

"Satisfied" or "Highly Satisfied" with the Choices They Have within Each Category

- Smileys & People: 71%
- Animals & Nature: 56%
- Food & Drink: 55%
- Symbols: 55%
- Objects: 53%
- Activity: 51%
- Flags: 47%
- Travel & Places: 47%

75% are interested in having more emoji options

Extremely interested: 15%
Very Interested: 14%
Moderately Interested: 24%
Slightly Interested: 22%
Not Interested: 25%

Source: Emogi research team
Satisfaction with Current Emoji Options

The more engaged users of mobile messages are, the more interested they would be in having alternatives.

Source: Emogi research team

2016 EMOJI REPORT
Users will always desire more emoji choices.

Percent Who are Likely to Use Alternatives to One of These, if They had the Opportunity

- Dog Face: 72%
- Hot Mug: 66%
- Beer Mug: 59%
- Dress: 40%
- Baby Face: 39%

Source: Emogi research team
Variety of Emoji in Messaging

The more involved users are in mobile messaging, the greater their desire for alternative emoji.

Those Most Involved with Messaging Say They are “Extremely Likely to Use” Alternative Emoji

Branded emoji can be just as desirable as others

Source: Emogi research team
Emoji are a powerful and highly desired vehicle for branding to consumers.

Instead of the standard “smile” emoji, 45% are moderately, very, or extremely likely to use one of these Pepsi-branded emoji.

And instead of the standard “beer mug” emoji, 59% would also be moderately, very, or extremely likely to use a branded beer emoji.

Source: Emogi research team
Branding in Mobile Messaging

Emoji conversations can reveal brand sentiment, brand association, product launch, and product offering awareness.

Top 7 Starbucks Emoji Used on Twitter

@Starbucks thank you for making my cat’s day (and mine)

@Starbucks Just tried your #peachgreentealemonade and it’s super nice!

Top 7 Dunkin’ Donuts Emoji

This Pumpkin Cold Brew from @DunkinDonuts is good to my whole soul

Reunited with @DunkinDonuts Pumpkin Iced Coffee

Source: Twitter tweets that include emoji and mention either Starbucks or Dunkin’ Donuts, retrieved 09/02/2016
Emoji in Brands and Products

Marketers are now harnessing emoji as part of their marketing engine. Marketers are creating integrated experiences built around them.

- **Durex**: Fake emoji-inspired condoms
- **Disney**: “Love Your Curls” campaign
- **Dove**: "Beauty and the Beast", as told by emoji
- **New York Yankees**: Emoji Day at Yankee Stadium
- **Pizza Hut**: Menu written entirely in emoji
- **Diet Pepsi**: Campaign in fashion, ads, film, and events
- **Chevrolet**: Emoji OOH ad in Times Square
Emoji are Entertainment

Emoji use is now extending well beyond basic communication and relationship development. They have now also become a lingua franca for humor and entertainment, as seen in games, movies and TV.

**EmojiMovie: Express Yourself**

Emoji were created to celebrate annual Star Wars Day, May 4th ("May the fourth be with you").

Disney is introducing animated emoji characters.

Pokemoji is an emoji keyboard being developed that will appeal to Pokemon GO fans.

The Late Show’s Stephen Colbert and his writing staff rewrote several classic movies using nothing but emoji characters.

Peter Pan was translated into 44,000 emoji.

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**Star Wars**

The movie will explore the hidden world that rests inside our smartphones. Hidden inside of the messaging app is a land known as Textopolis, a bustling city filled with emoji that are all hoping to be chosen by the text-sending phone user in the latest message.

**Disney**

Disney is introducing animated emoji characters.

**Pokemon**

Pokemoji is an emoji keyboard being developed that will appeal to Pokemon GO fans.

**The Late Show**

The Late Show’s Stephen Colbert and his writing staff rewrote several classic movies using nothing but emoji characters.

**Peter Pan**

Peter Pan was translated into 44,000 emoji.
Emoji Have Moved Beyond Advertising Enhancements

In 2016, use of emoji has moved beyond basic company awareness and affiliation and are being adopted at the margins of business to drive brand affinity. They are being launched by both individuals and businesses. Categories range from celebrity...

Arts and Entertainment Celebrities

- Justin Bieber
- 50 Cent
- Charlie Sheen
- Robbie Williams
- Pia Mia
- Kim Kardashian
- Rick Ross
- Amber Rose
Emoji Have Moved Beyond Advertising Enhancements

...to Sports

Athletes

Michael Phelps  Usain Bolt  Von Miller  Odell Beckham Jr.  Steph Curry  Gabby Douglas  Tamika Catchings

Sports Teams and Organizations

Golden State Warriors  Cleveland Cavaliers  NASCAR  NFL  NBA  Olympics
Emoji Have Moved Beyond Advertising Enhancements

...to Politics

Hillary Clinton

Donald Trump
Emoji Have Escaped the Digital Space

Thus far, emoji have been tools for activities ranging from communication to marketing. Now, they have become objects themselves and are sold as decorations to objects.
Methodology

• Data were collected online between August 22 and September 6, 2016

• 1,320 interviews were conducted in the US

• Respondents were drawn from a nationally representative sample

• Data were weighted to represent the US Census population of Internet-using adults ages 18+
Emogi uniquely predicts conversations and seamlessly integrates emoji, stickers and GIFs in the billions of mobile messaging conversations consumers have daily.
Enrich Your Consumers’ Conversations

Emogi’s cutting-edge technology has the infrastructure to transform the way your consumers interact with your brand in mobile messaging.