2015 Emoji Report
By: Emogi Research Team
September, 2015
# Table of contents

1. COVER  
2. TABLE OF CONTENTS  
3. INTRODUCTION  
4. EMOJIS ARE UBIQUITOUS  
5. MOBILE A MAJOR CONTRIBUTOR  
6. COMMUNICATION IS EVOLVING  
7. SAY GOODBYE TO “LOL”  
8. APPARENTLY STATES USE CERTAIN EMOJIS TOO  
9. AGE DOES NOT MATTER  
10. TYPES OF PEOPLE USING EMOJIS  
11. BRANDS CATCHING WIND  
12. EMOJI IN DIGITAL ADVERTISING  
13. EMOGI LAUNCHED SENTIMENT DATA PLATFORM FOR BRANDS  
14. MORE ENGAGEMENT MORE ATTENTION  
15. REASONS WHY PEOPLE USE EMOJIS  
16. THERE’S DATA IN THOSE EMOJIS  
17. EMOJI IS BREAKING OUT OF THE KEYBOARD  
18. EMOJI GOES TO HOLLYWOOD  
19. …AND A TV GAME SHOW SERIES  
20. USE IN POLITICS  
21. ACADEMICS ARE EMBRACING THEM  
22. EMOJIS ARE HELPING GLOBALLY  
23. EMOJIS ARE FORWARD THINKING  
24. EMOJIS AS A MOVEMENT  
25. FOOD + EMOJI  
26. EMOJIS ARE HERE TO STAY  
27. THANK YOU
“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

Source: Emogi Consumer Science Team
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

Source: Instagram Engineering
COMMUNICATION IS EVOLVING

As a result, digital communications have become shorter

<table>
<thead>
<tr>
<th>Comments</th>
<th>Internet Slang</th>
<th>Emojis</th>
</tr>
</thead>
<tbody>
<tr>
<td>That’s funny</td>
<td>haha/lol</td>
<td>😂</td>
</tr>
<tr>
<td>Okay</td>
<td>K</td>
<td>👍</td>
</tr>
<tr>
<td>I like it</td>
<td>like</td>
<td>😊</td>
</tr>
<tr>
<td>Talk to you later</td>
<td>ttyl</td>
<td>👋</td>
</tr>
<tr>
<td>Just kidding</td>
<td>jk</td>
<td>😊</td>
</tr>
<tr>
<td>I love you</td>
<td>ily</td>
<td>❤️</td>
</tr>
</tbody>
</table>
SAY GOODBYE TO “LOL”
Emoji has replaced internet slang in social media

Source: Instagram Engineering & International Business Times
**APPARENTLY STATES USE CERTAIN EMOJIS TOO**

Emoji use and popularity differs from state to state

<table>
<thead>
<tr>
<th>Emoji by Category</th>
<th>Happy emoji</th>
<th>Sad emoji</th>
<th>Violent emoji</th>
<th>Wedding emoji</th>
<th>Junk food emoji</th>
<th>Tech emoji</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Uses the most</strong></td>
<td>South Dakota</td>
<td>New Jersey</td>
<td>Louisiana</td>
<td>Idaho</td>
<td>Oregon</td>
<td>Kansas</td>
</tr>
<tr>
<td><strong>Uses the least</strong></td>
<td>West Virginia</td>
<td>Alabama</td>
<td>Montana</td>
<td>Vermont</td>
<td>Mississippi</td>
<td>North Dakota</td>
</tr>
</tbody>
</table>

*Source: SwiftKey*
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.

Source: Emogi Consumer Science Team
**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”

Source: Emogi Consumer Science Team
Brands catching wind
BRANDS CATCHING WIND

Major brands have incorporated emoji into their marketing strategy

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”

McDonalds brings emojis to life in its new video ad
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 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

Chevy was probably one of the most innovative with their emoji press release.
BRANDS CATCHING WIND

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

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

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 combined big data and emojis to provide real-time emotional intelligence to digital advertisers.
Emogi-Enabled Ads click rates are 20x the industry average

Emogi-Enabled Ad Avg. Click Rate: +9.2% Click Rate
Industry Avg. Click Through Rate: 0.4%

Emogi-Enabled Ad Avg. Dwell Time: +7.8 seconds
Industry Avg. Dwell Time: 3.3 Seconds
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

- Helps Me Be Understood
- Personal Connection
- Easy to Use
- One Way to Communicate

Source: Emogi Consumer Science Team
A consumer’s use of emojis in digital advertising represents their journey through the purchase funnel.

Source: Emogi Consumer Science Team
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.
Two factors underlie the user’s action of selecting a positive emoji in advertising: one reflects \textit{cognitive} reasons, and the other reflects \textit{emotional}.

Source: Emogi Consumer Science Team
When visitors use a positive emoji, they *think* that they do so for cognitive reasons, not for emotional ones...

<table>
<thead>
<tr>
<th>Stated Reasons for Selecting a Positive Emoji</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is relevant to me</td>
<td>68%</td>
</tr>
<tr>
<td>It is interesting</td>
<td>67%</td>
</tr>
<tr>
<td>It is important to me</td>
<td>61%</td>
</tr>
<tr>
<td>I understand it</td>
<td>57%</td>
</tr>
<tr>
<td>It is informative</td>
<td>55%</td>
</tr>
<tr>
<td>I believe the ad’s message</td>
<td>54%</td>
</tr>
<tr>
<td>It is clear</td>
<td>52%</td>
</tr>
<tr>
<td>I like to give my opinion</td>
<td>40%</td>
</tr>
<tr>
<td>It is different than other ads</td>
<td>35%</td>
</tr>
<tr>
<td>It stirs my emotions</td>
<td>33%</td>
</tr>
</tbody>
</table>

*Source: Emogi Consumer Science Team*
...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

- q06b: Likelihood to select the ad
- q06a: Likelihood to select the positive emoji

Source: Emogi Consumer Science Team


**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’**

![Graph showing factors influencing decision](image)

Source: Emogi Consumer Science Team
In fact, the underlying reasons for not selecting a positive emoji reflect traditional marketer KPIs: relevance, importance, credibility and interest.

**THERE’S DATA IN THOSE EMOJIS**

Importance of Reasons When Deciding to NOT Select a Positive Emoji

Source: Emogi Consumer Science Team
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 ...

Hillary Clinton
@HillaryClinton

12 Aug

How does your student loan debt make you feel?
Tell us in 3 emojis or less.

Mike Scollins
@mikescollins

I love you but we don’t need you to do this.
RT: @HillaryClinton How does your student loan debt make you feel? Tell us in 3 emojis or less.
3:06 PM - 12 Aug 2015

Be Happy
@ForevaBeautiful

@HillaryClinton 😄 😭 😄
3:32 PM - 12 Aug 2015

Danielle Kurtzleben
@ltonka

The @HillaryClinton campaign has discovered emojis.
pic.twitter.com/un70GXIGKy
3:09 PM - 12 Aug 2015
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”

Steven Pinker, Harvard cognitive scientist
**EMOJIS ARE HELPING GLOBALLY**

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

### Emoji for Food Allergies Proposal

<table>
<thead>
<tr>
<th>Color Sample</th>
<th>To represent products containing:</th>
</tr>
</thead>
<tbody>
<tr>
<td>🌾</td>
<td>Peanuts</td>
</tr>
<tr>
<td>🌰</td>
<td>Soybeans</td>
</tr>
<tr>
<td>🌽</td>
<td>Buckwheat</td>
</tr>
<tr>
<td>🌽</td>
<td>Sesame seeds</td>
</tr>
<tr>
<td>🍊</td>
<td>Kiwi fruit</td>
</tr>
<tr>
<td>🌿</td>
<td>Celery</td>
</tr>
<tr>
<td>🌿</td>
<td>Lupin beans</td>
</tr>
<tr>
<td>🌿</td>
<td>Mustard (could also use jar of mustard, or yellow squeeze-bottle) Maybe also the plant.</td>
</tr>
</tbody>
</table>

### Emoji Flashcards for International Travel

<table>
<thead>
<tr>
<th>Emoji</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>🍻👌</td>
<td>Two beers please</td>
</tr>
<tr>
<td>🍕👍</td>
<td>I'll have the pizza</td>
</tr>
<tr>
<td>🤔✔️👍</td>
<td>Can you take a photo of us, please?</td>
</tr>
<tr>
<td>🍦👍</td>
<td>Two ice creams please</td>
</tr>
</tbody>
</table>

### 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
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 + 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
THANK YOU

Travis Montaque
Founder & CEO

For Partnerships: partners@emogi.com

For Sales: sales@emogi.com