

2016 Emoji Report

By: emoji Research Team
November 16, 2016

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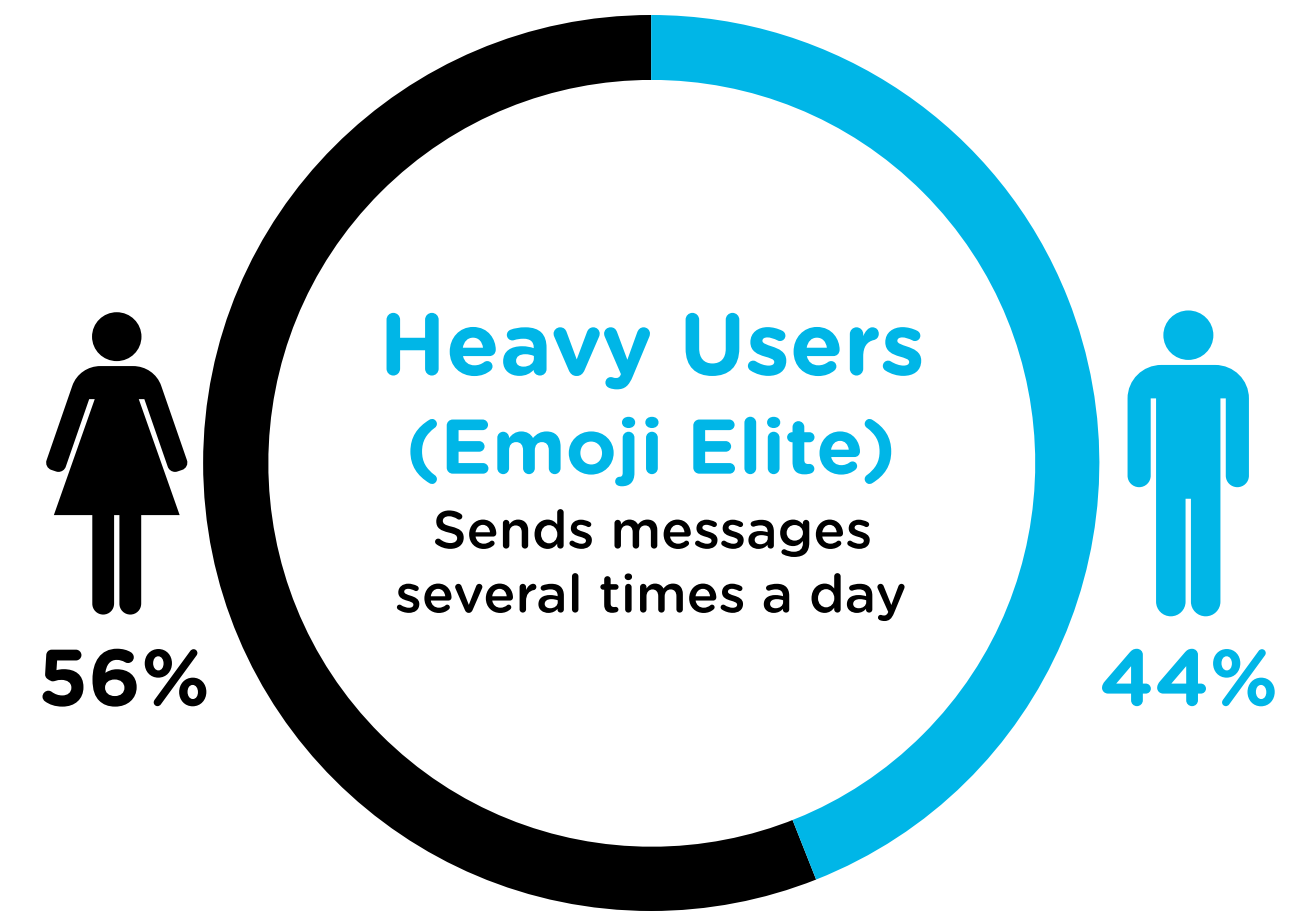
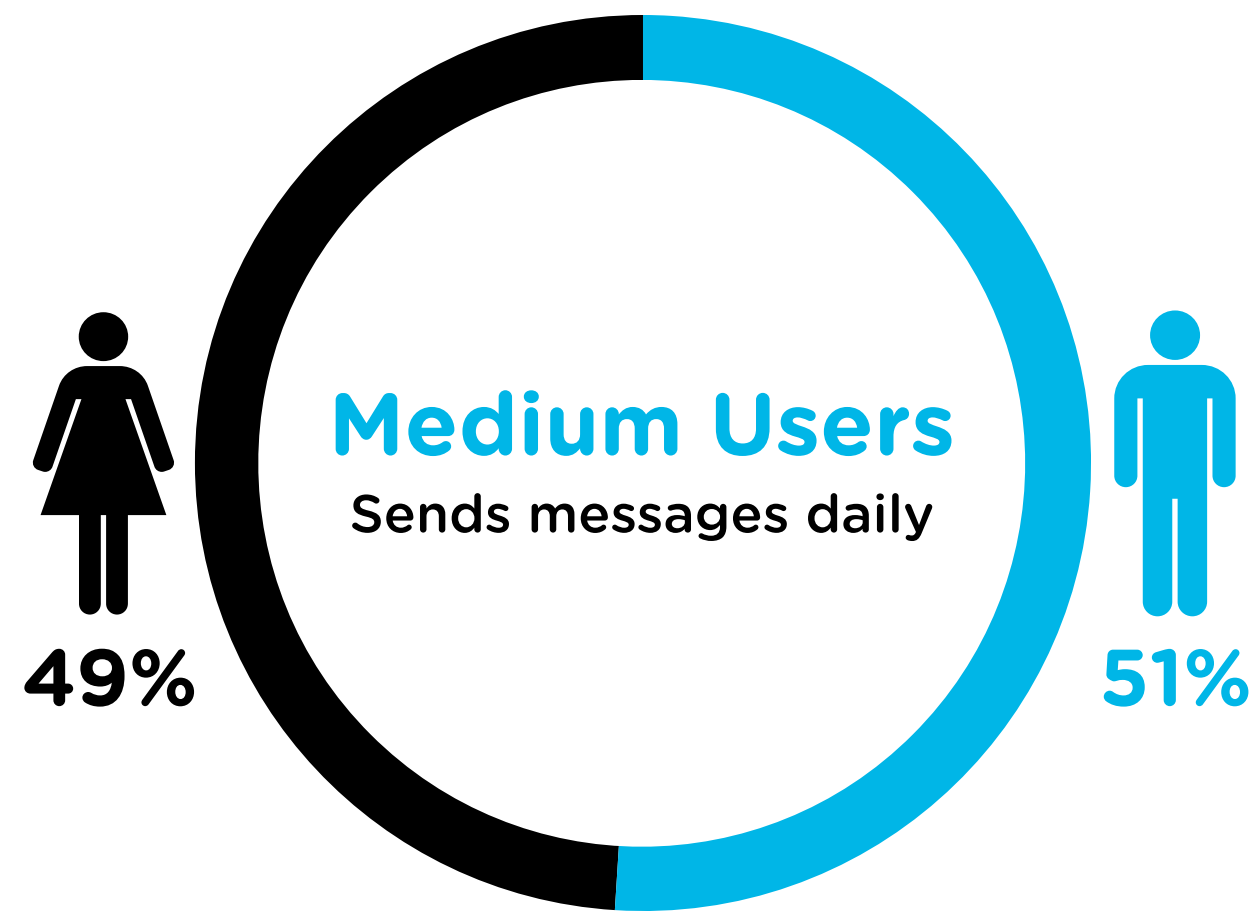
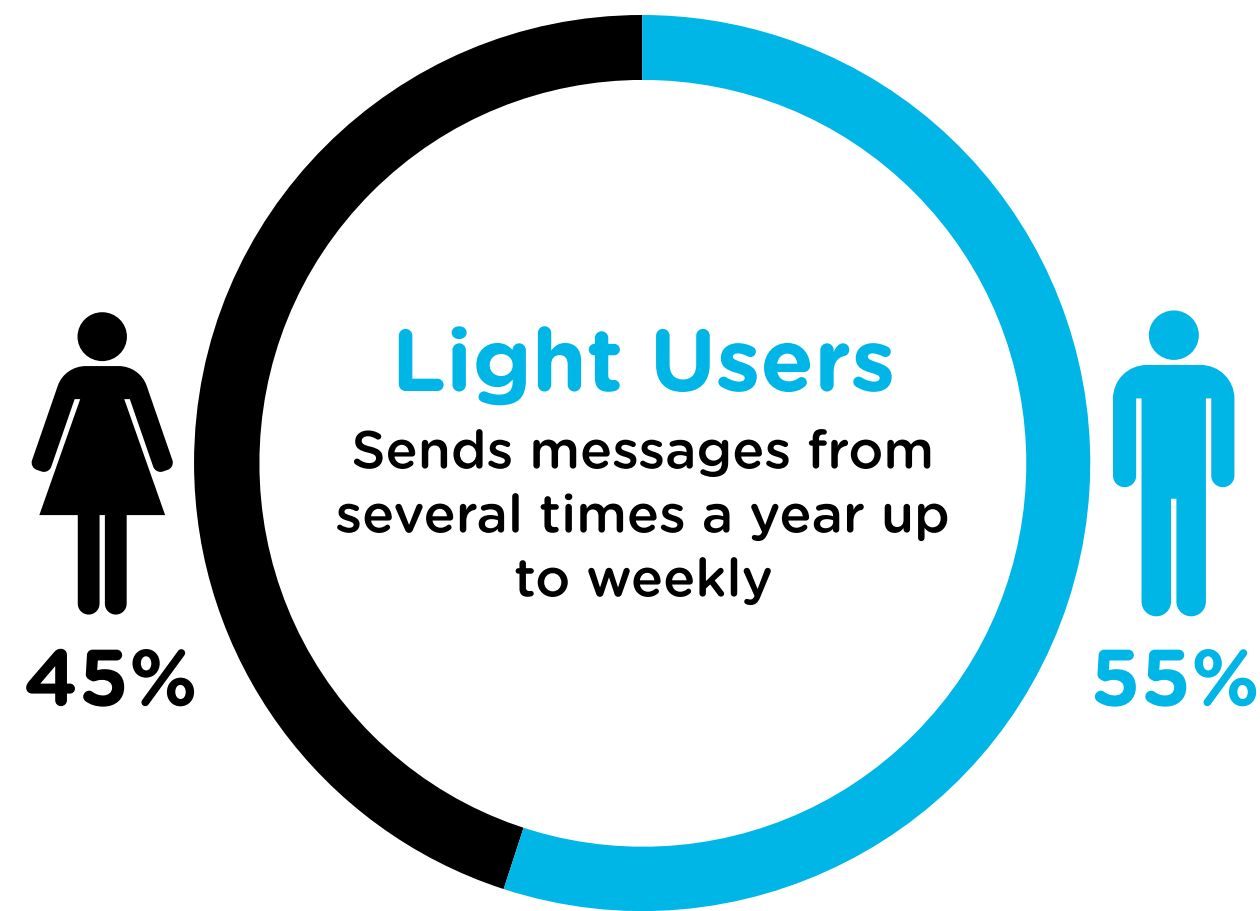
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Profile of Mobile Messaging App Users

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



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

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

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

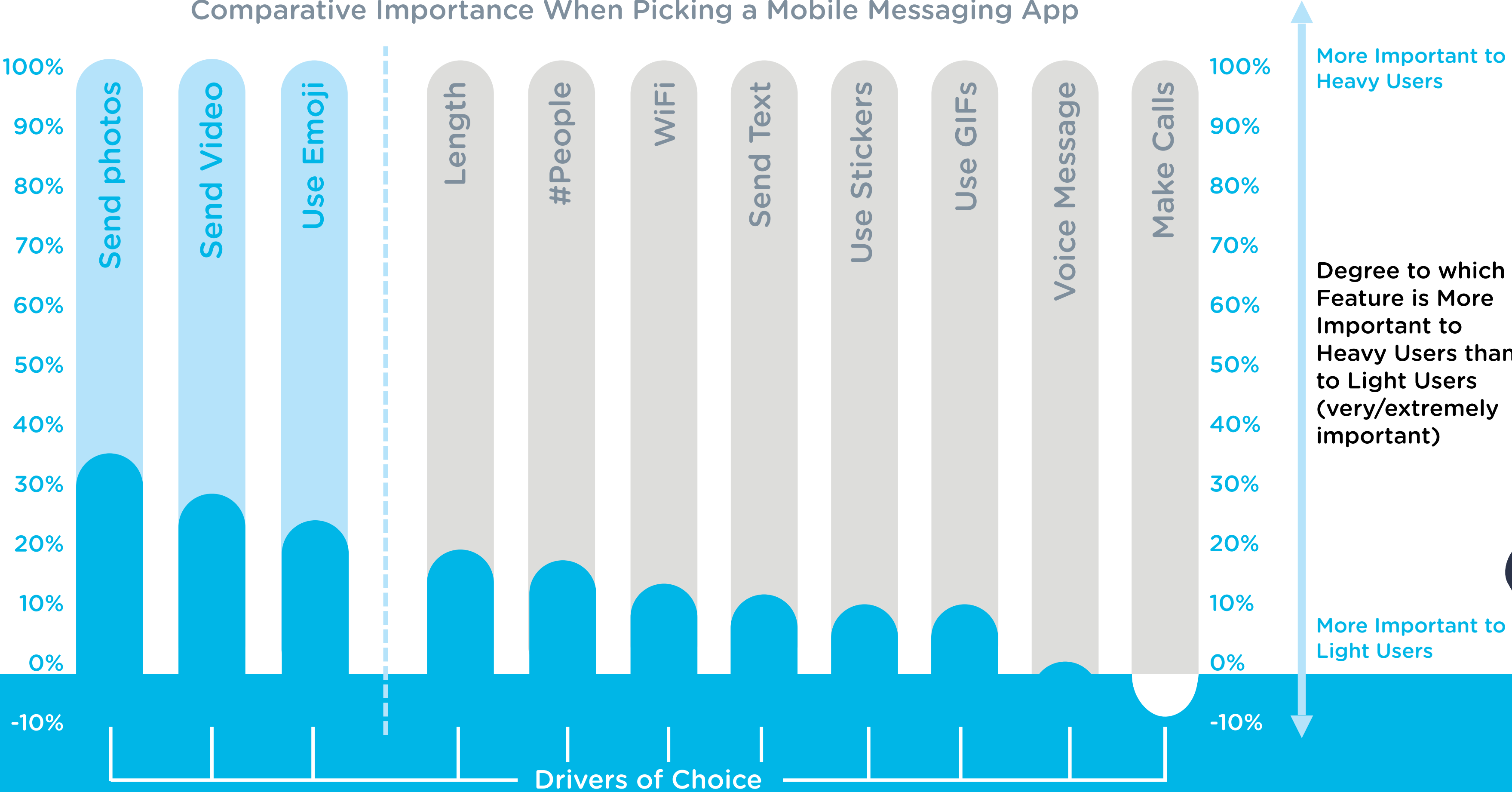
Data weighted to represent the US Census population of Internet-using adults ages 18+

Source: Emogi research team

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.

Comparative Importance When Picking a Mobile Messaging App



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.

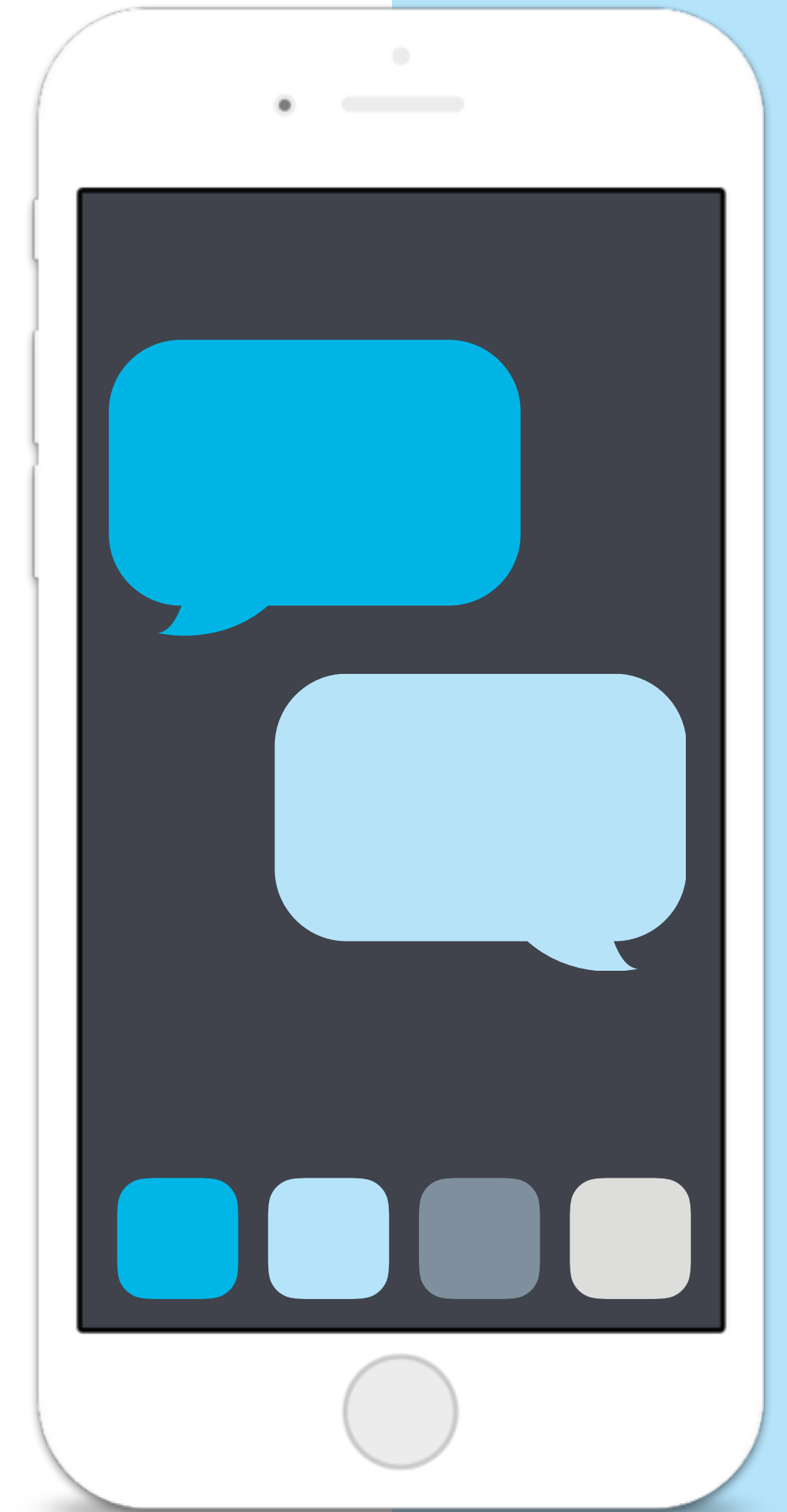
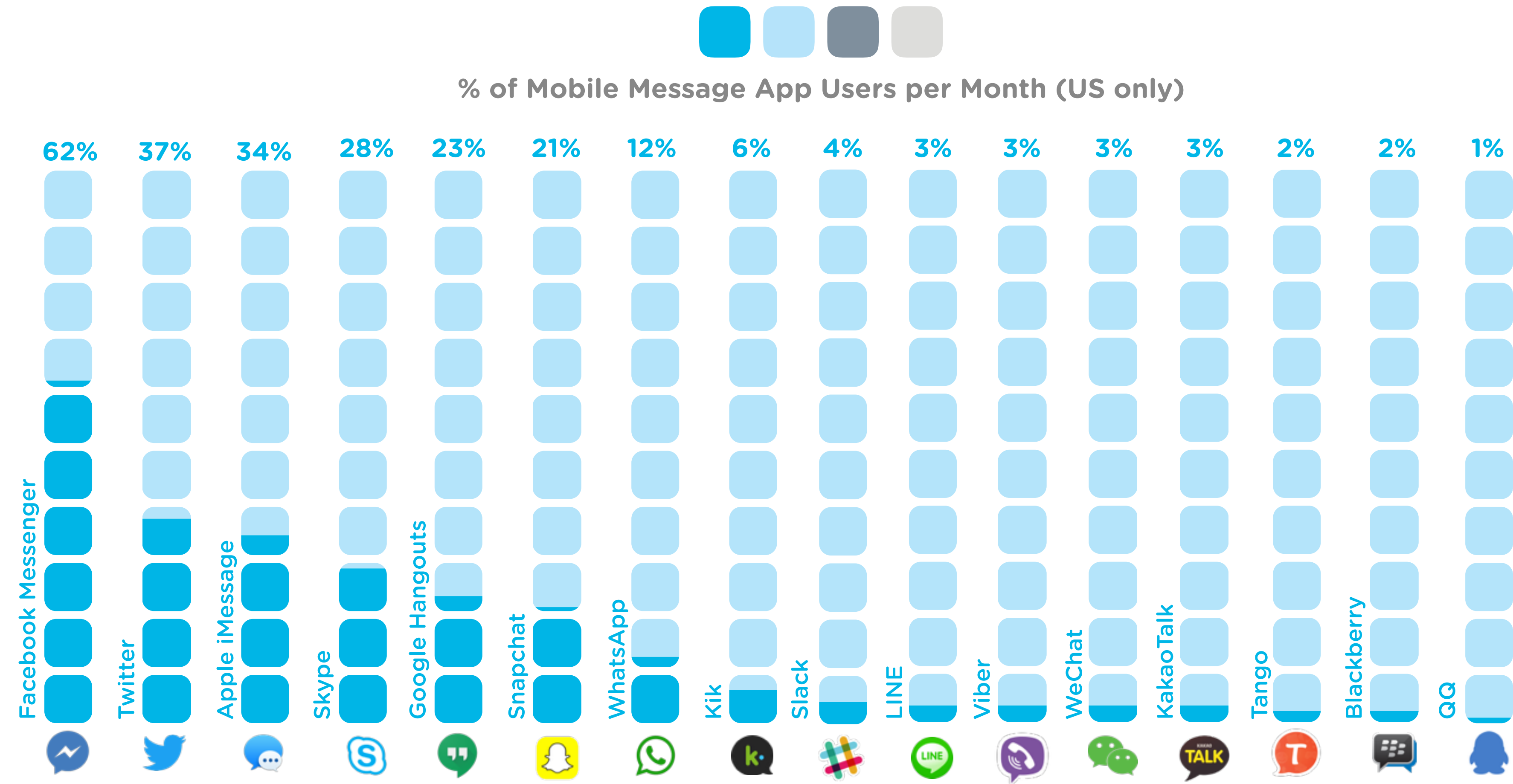


Degree to which Feature is More Important to Heavy Users than to Light Users (very/extremely important)

Source: Emogi research team

Mobile Messaging App Use in the USA

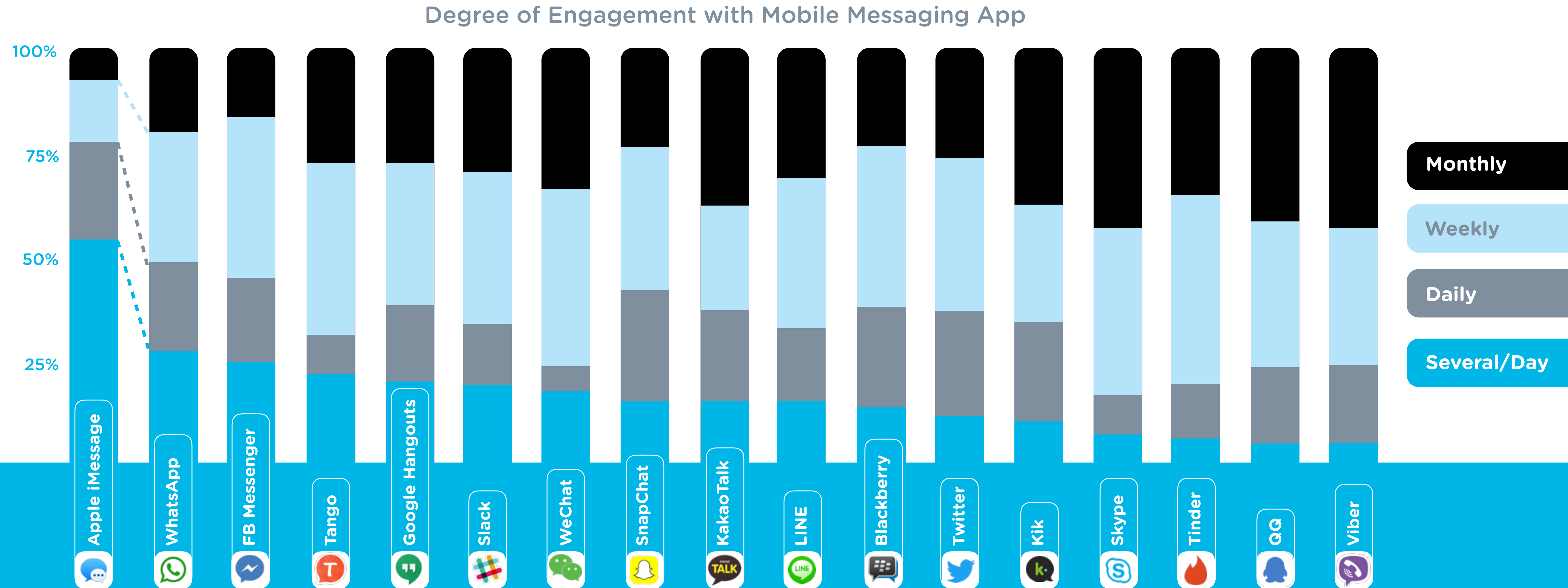
Facebook Messenger dominates with over 60% of mobile message app users (MAUs) per month. At the other end of the usage distribution, a wide variety of apps are under the 10% barrier.



Source: Emogi research team

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.

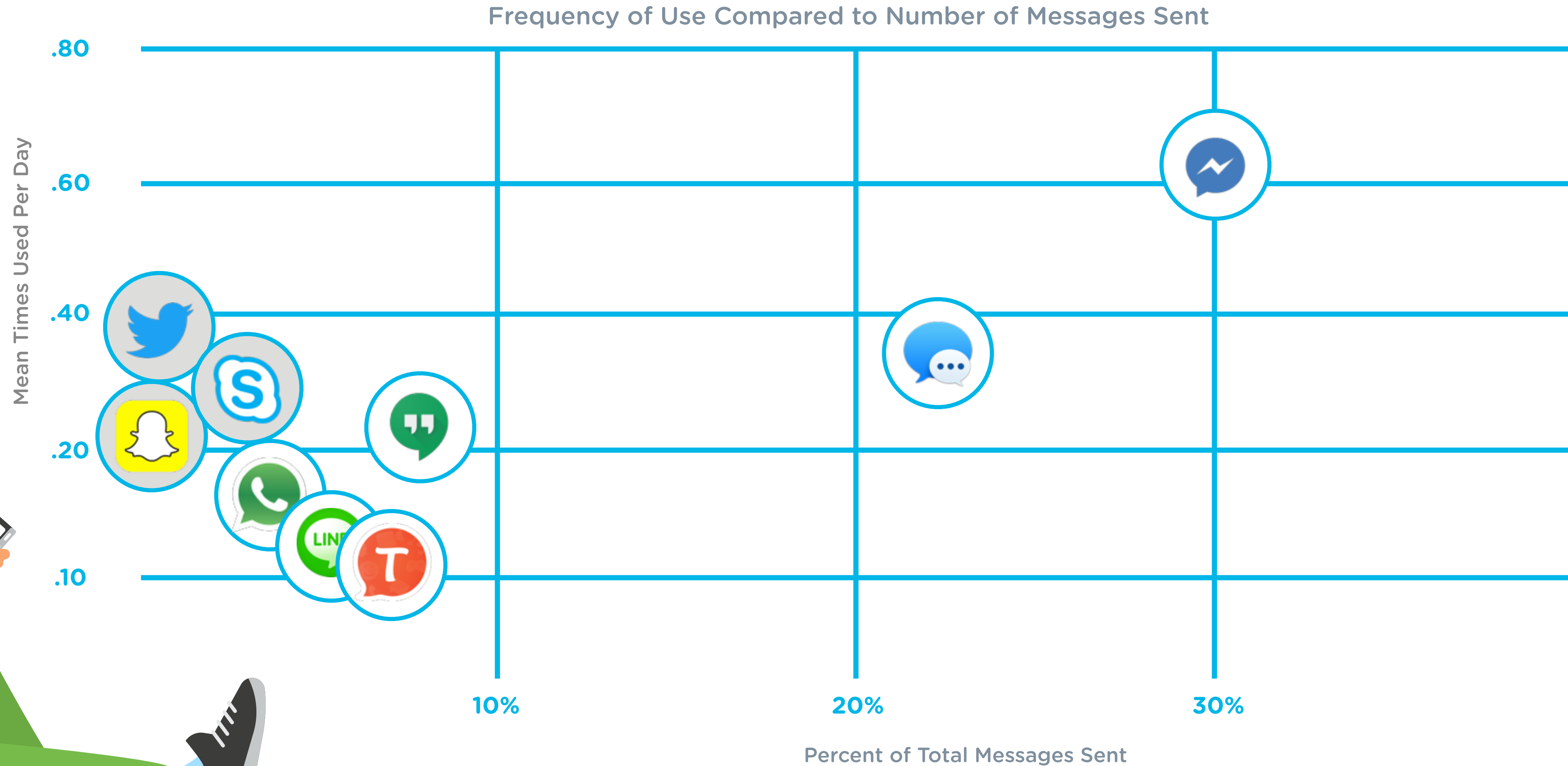
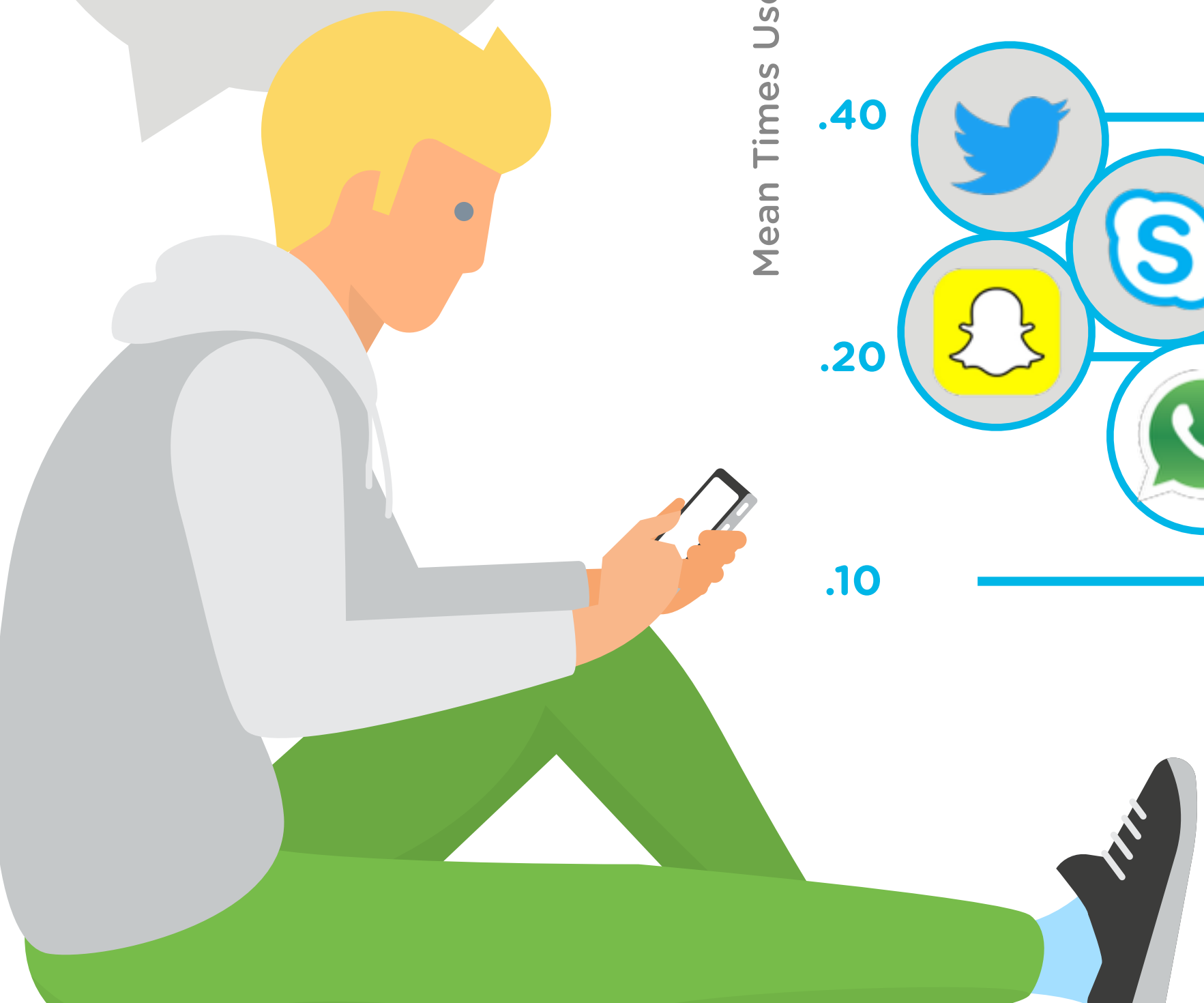


Source: Emogi research team

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.

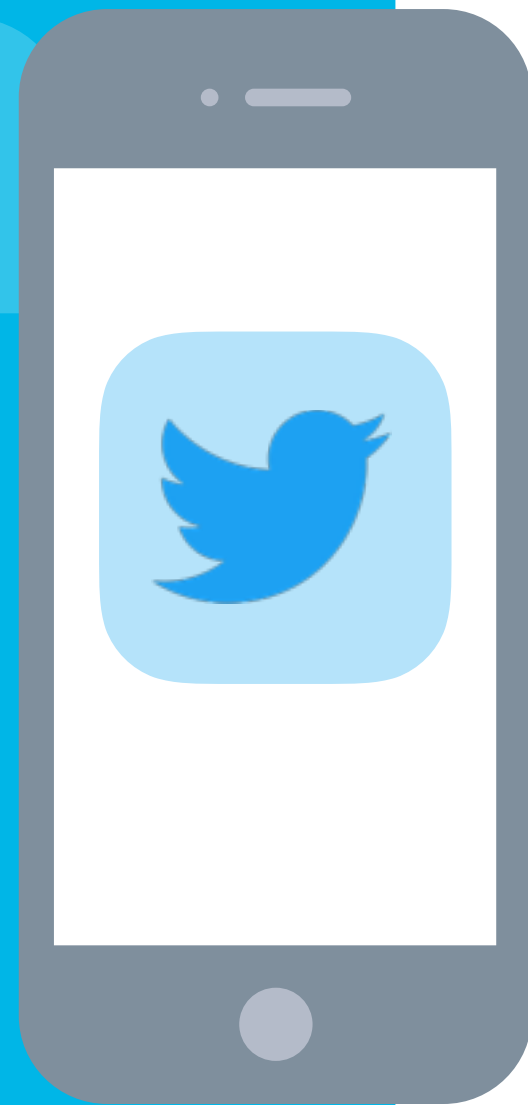
Apps used either most frequently or with highest percent of messages sent:
Facebook Messenger,
Google Hangouts, Apple iMessage, LINE, Snapchat, Skype, Tango, Twitter, WhatsApp



Source: Emogi research team

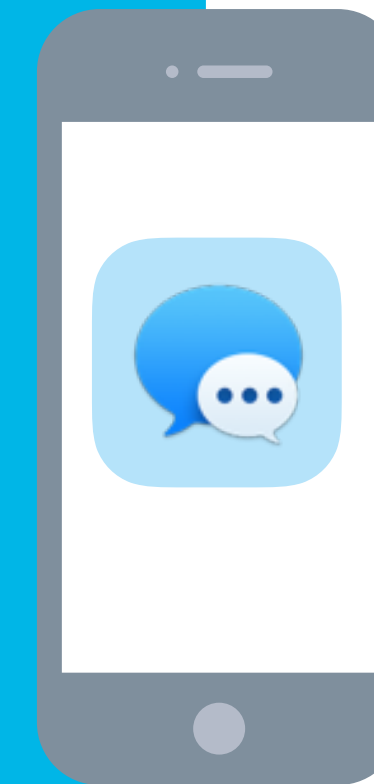
Emoji Progress within Mobile Messaging Apps

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



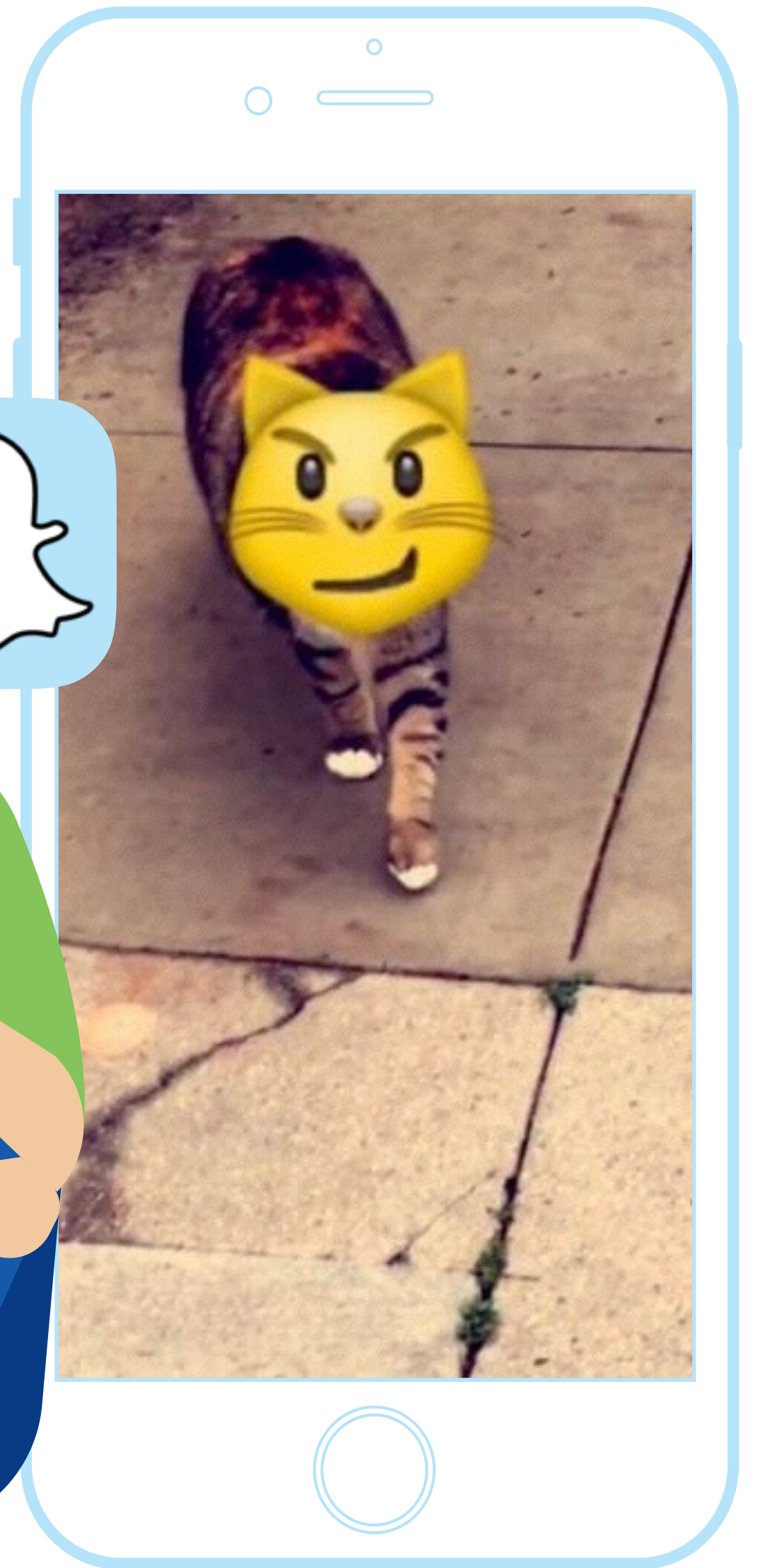
Emoji Progress within Mobile Messaging Apps

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

Snapchat automatically adds emoji next to you friends' names. These can be based on:

- 😬 Frequency of messaging
- 🎂 Birthday
- ♈ Zodiac sign
- 🕒 Chat status
- 🔑 Officially verified account

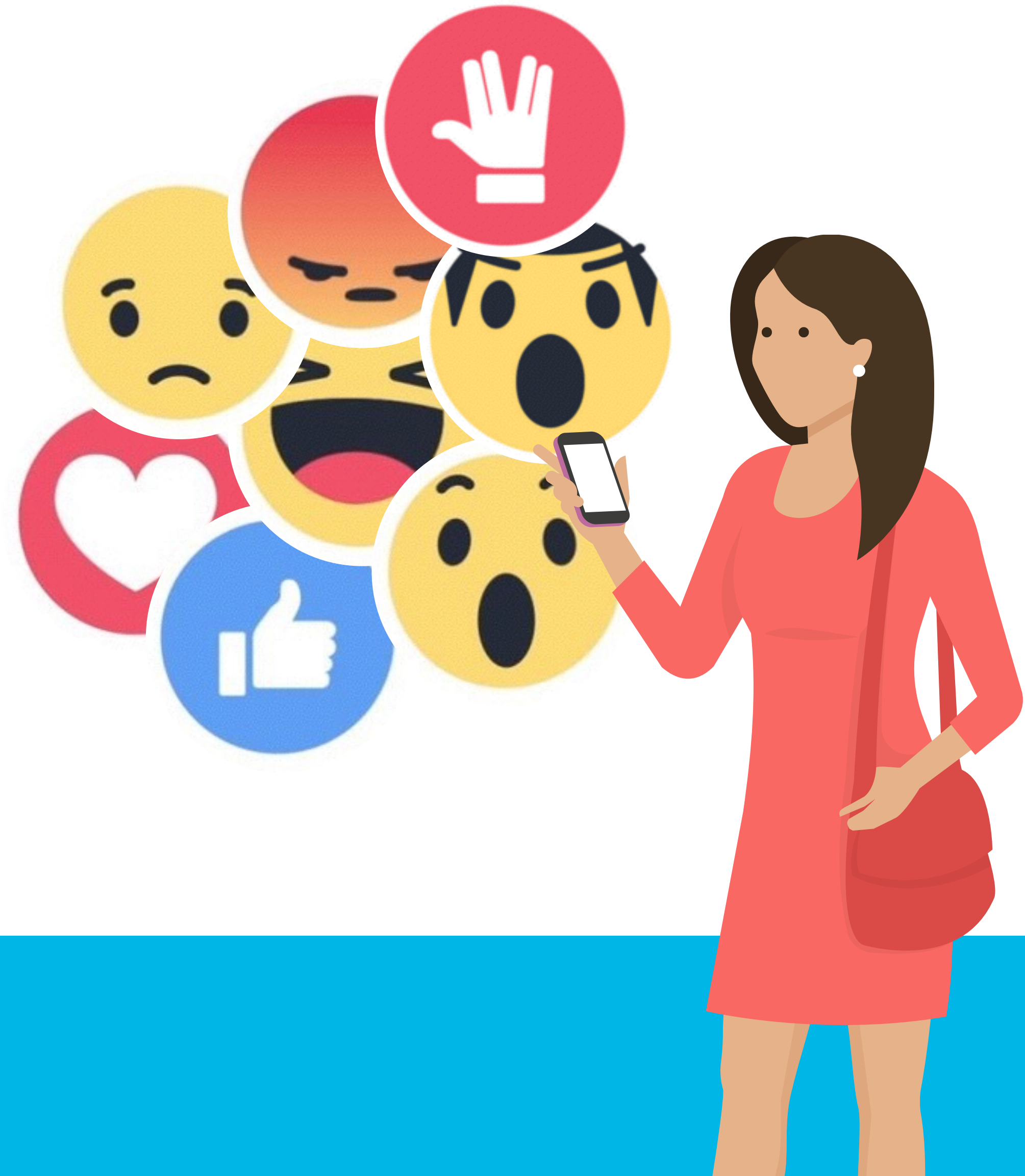
Snapchat also allows you to add 3D stickers to your Snapchat video. This allows you to “pin” emoji to objects in your videos, and have those emoji track and move around with objects.



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.

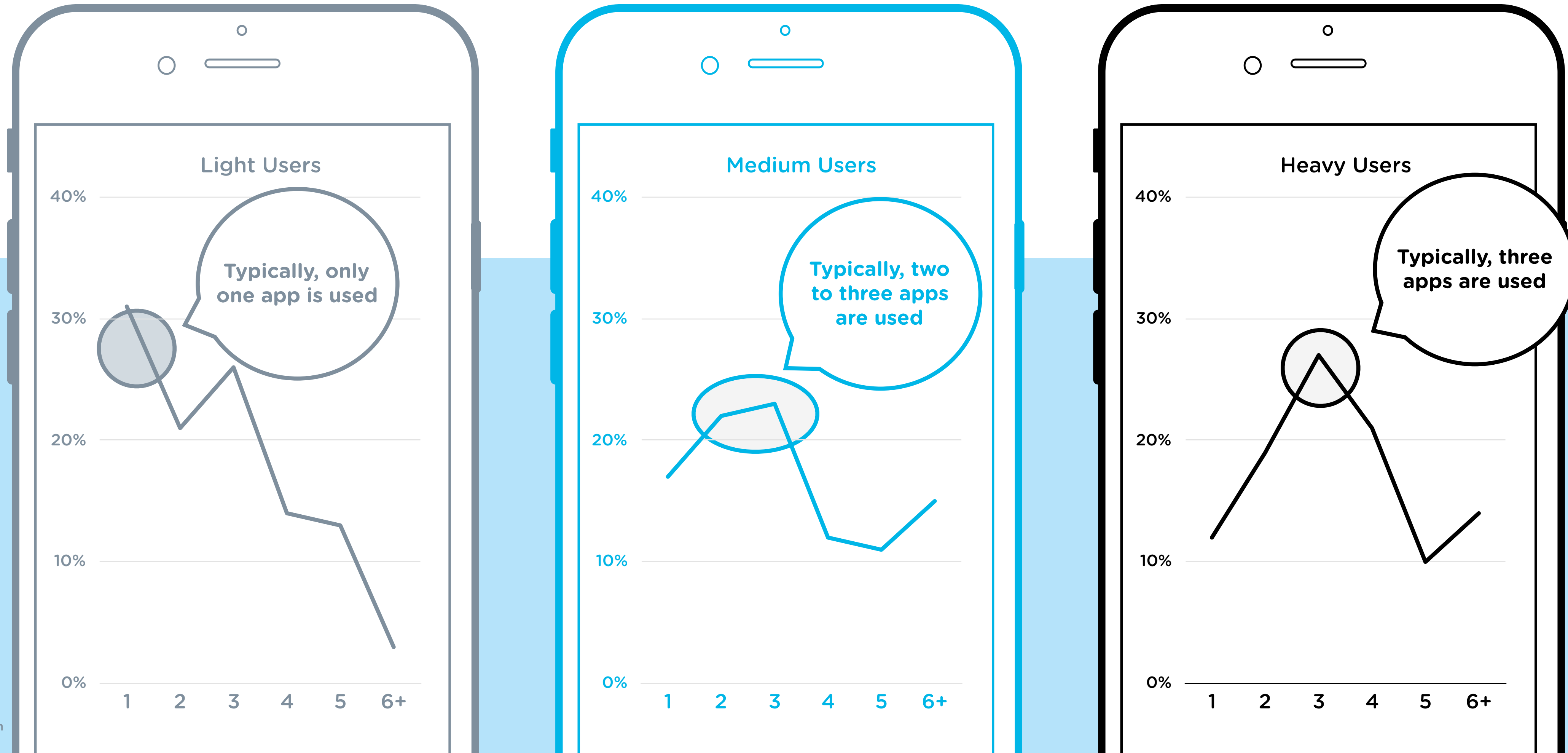
- Facebook Reactions. Facebook added six emoji to its users' timelines to provide feedback other than the traditional "thumbs up".
- This year Facebook Messenger introduced over 1,200 newly designed emoji.
 - For special occasions, it introduced a "Star Trek" emoji action to celebrate the franchise's 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

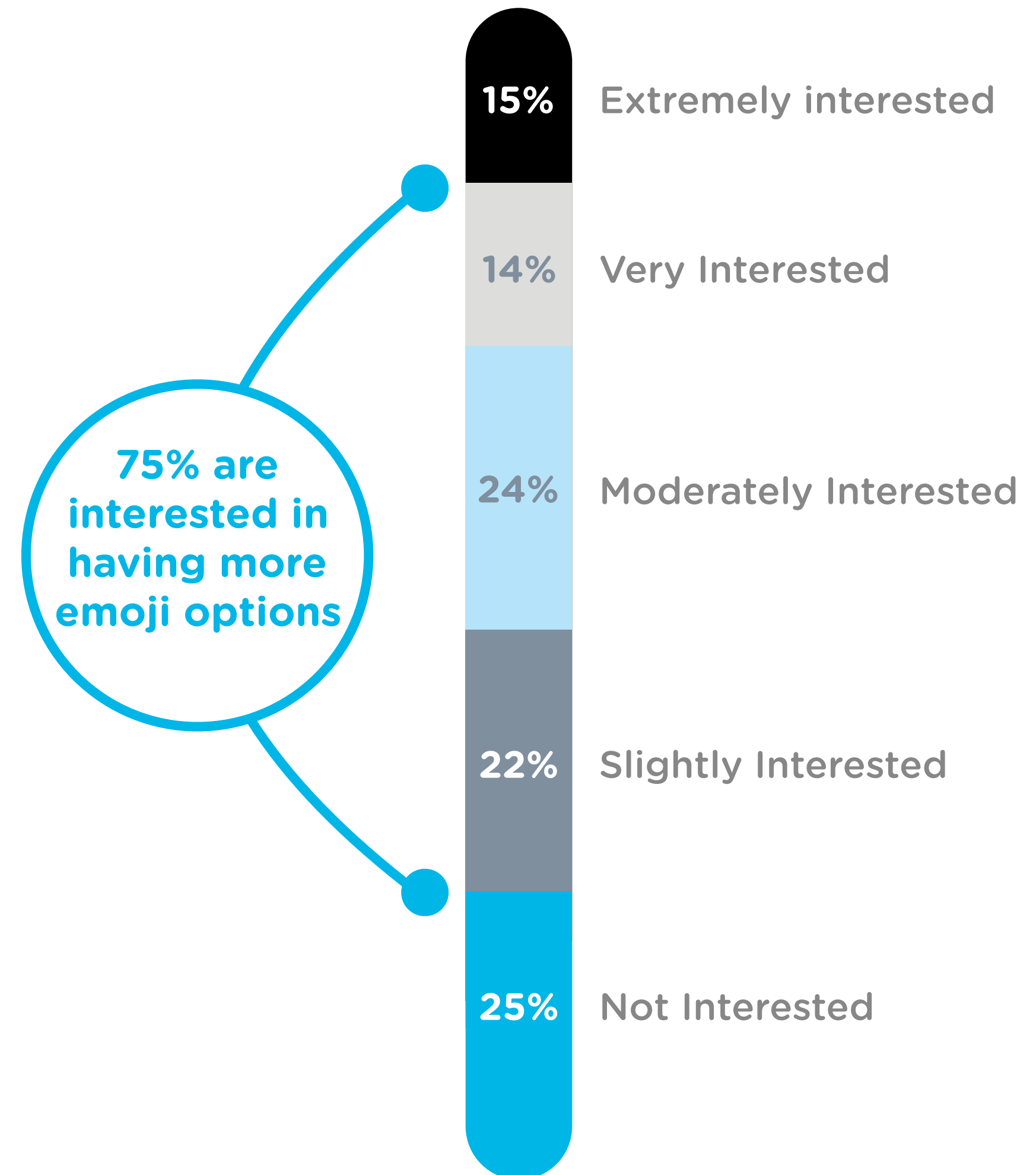
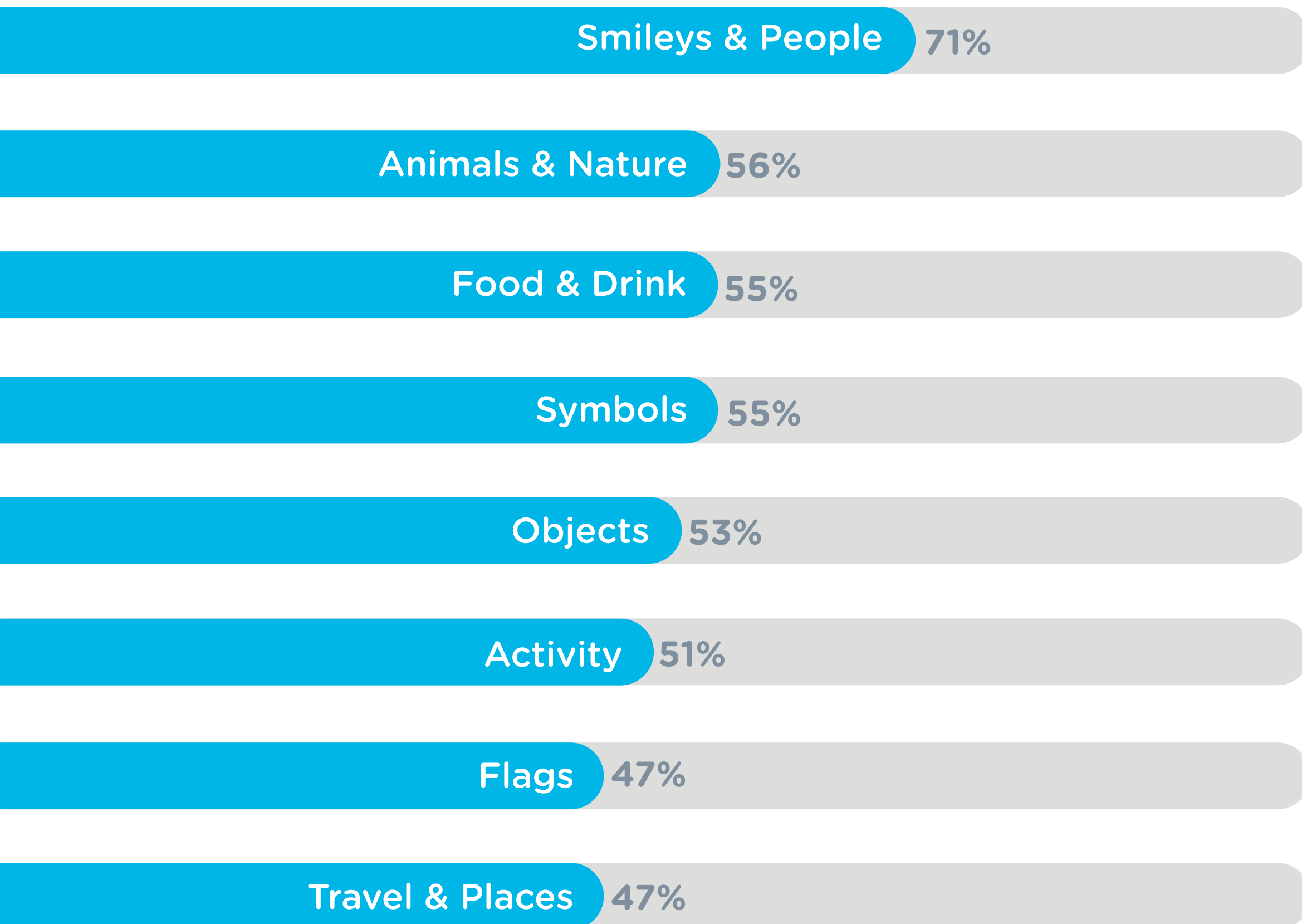


Source: Emogi research team

Satisfaction with Current Emoji Options

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

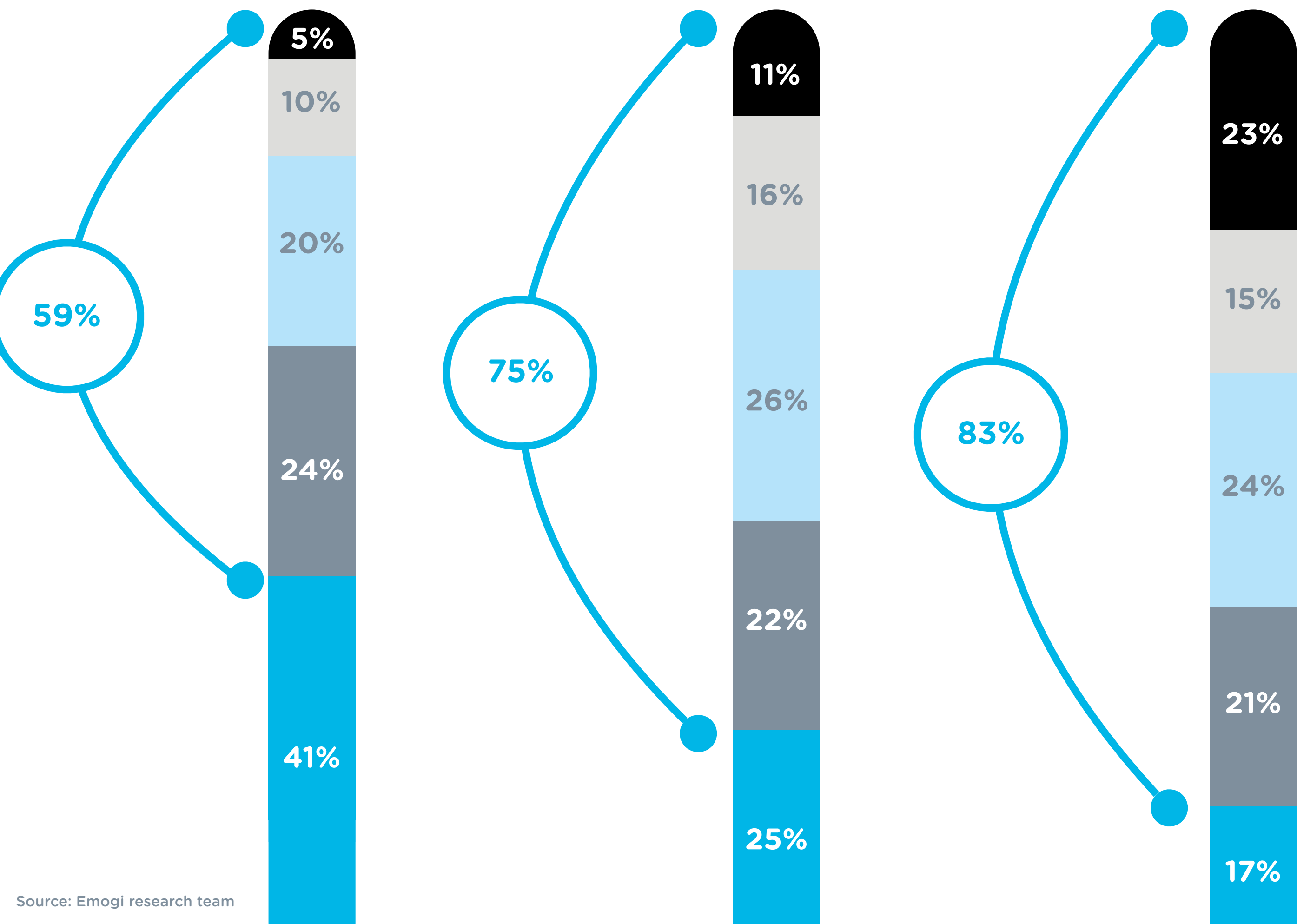
"Satisfied" or "Highly Satisfied" with the Choices They Have within Each Category



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

Light Users

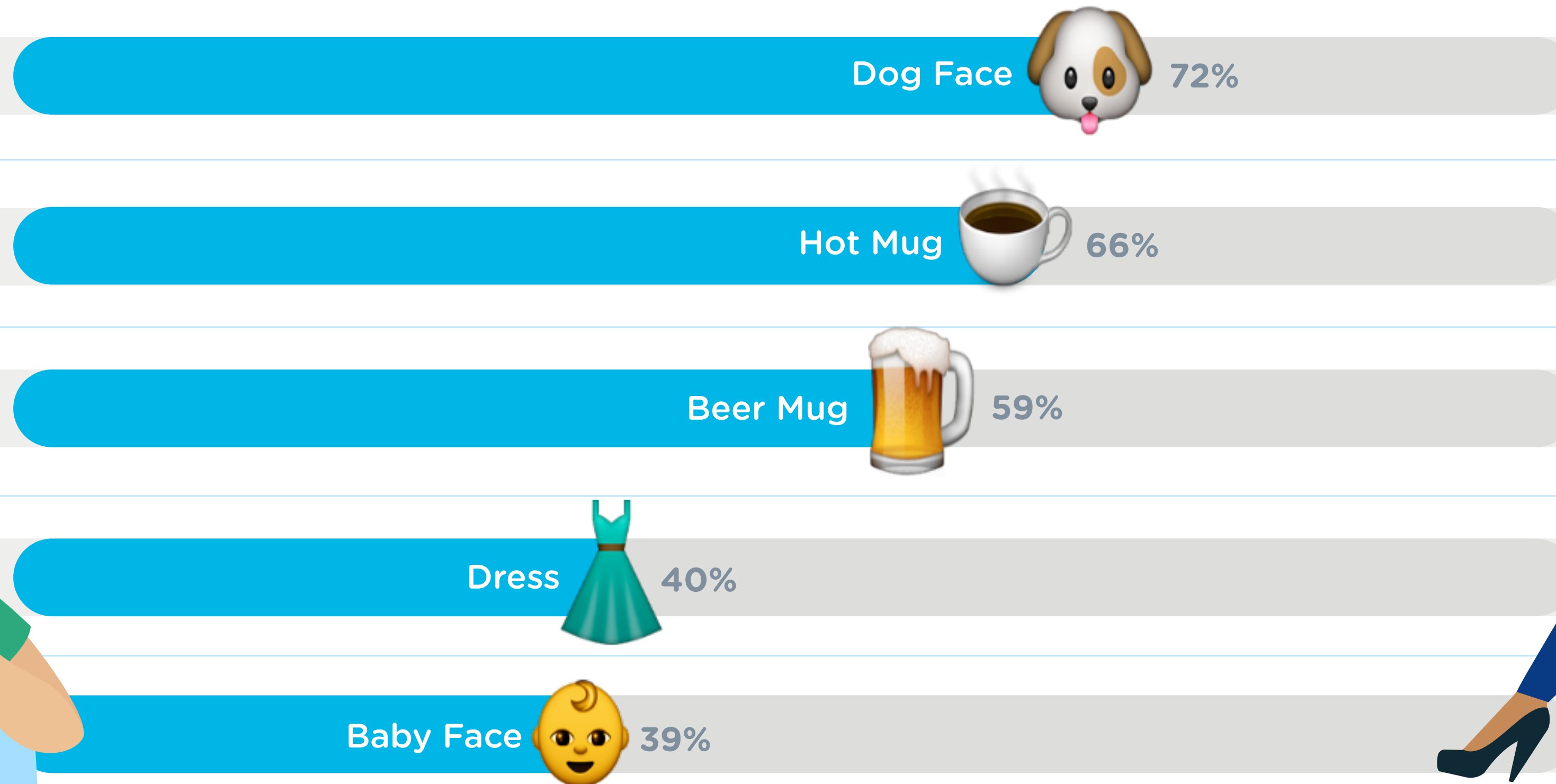
Medium Users

Emoji Elite

Variety of Emoji in Messaging

Users will always desire more emoji choices.

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

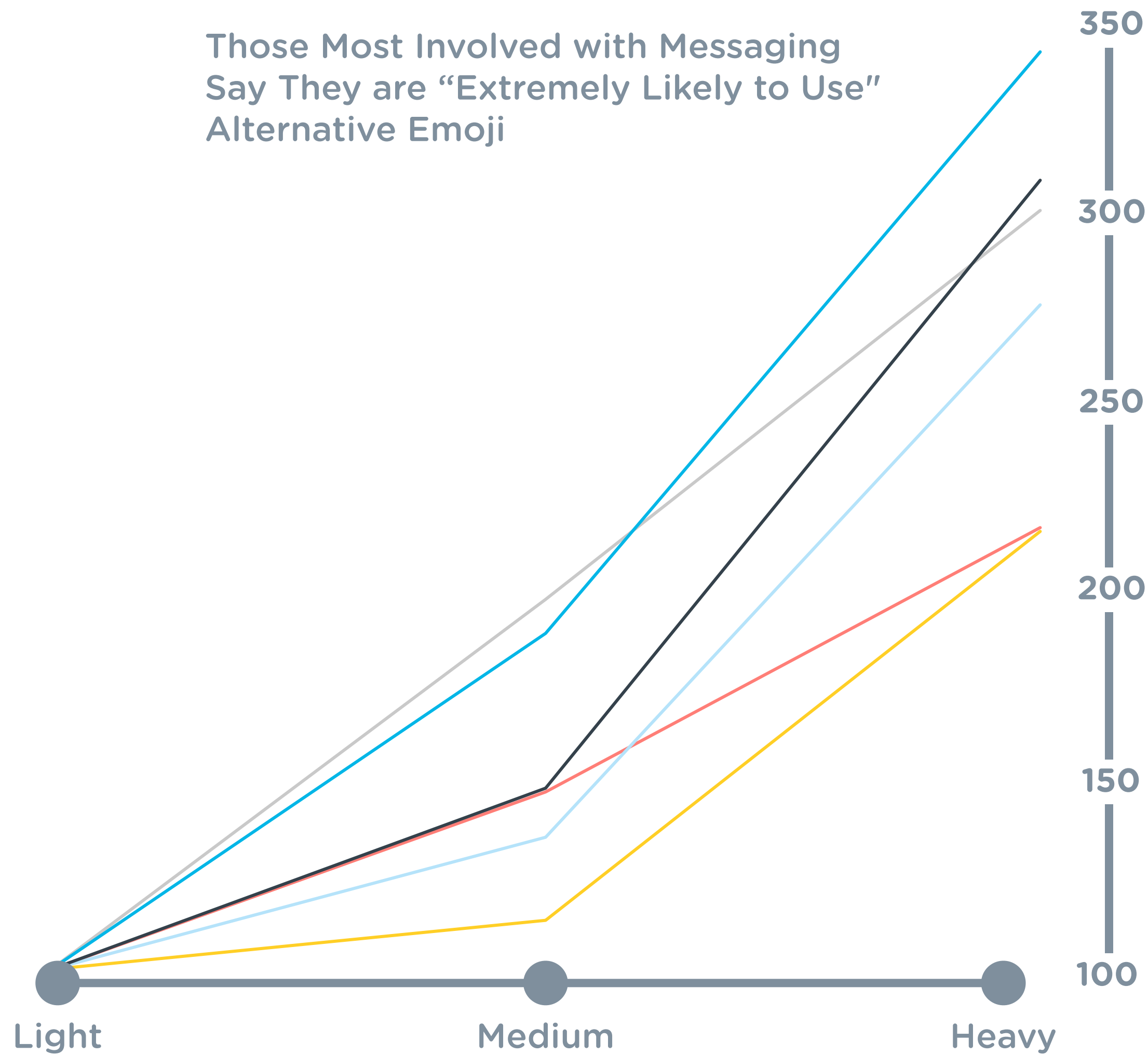


Source: Emogi research team

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



"Heavy" Segment Interest Indexed Against "Light" Segment

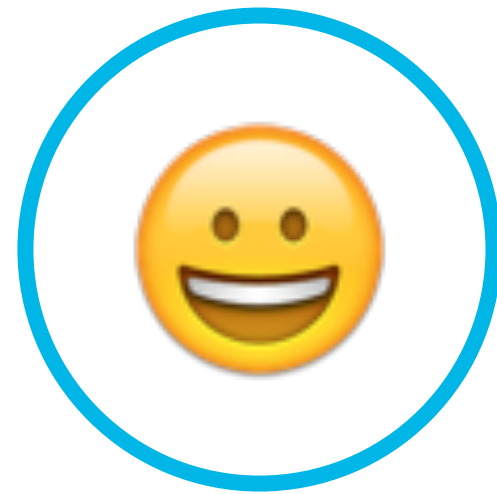
Branded emoji can be just as desirable as others



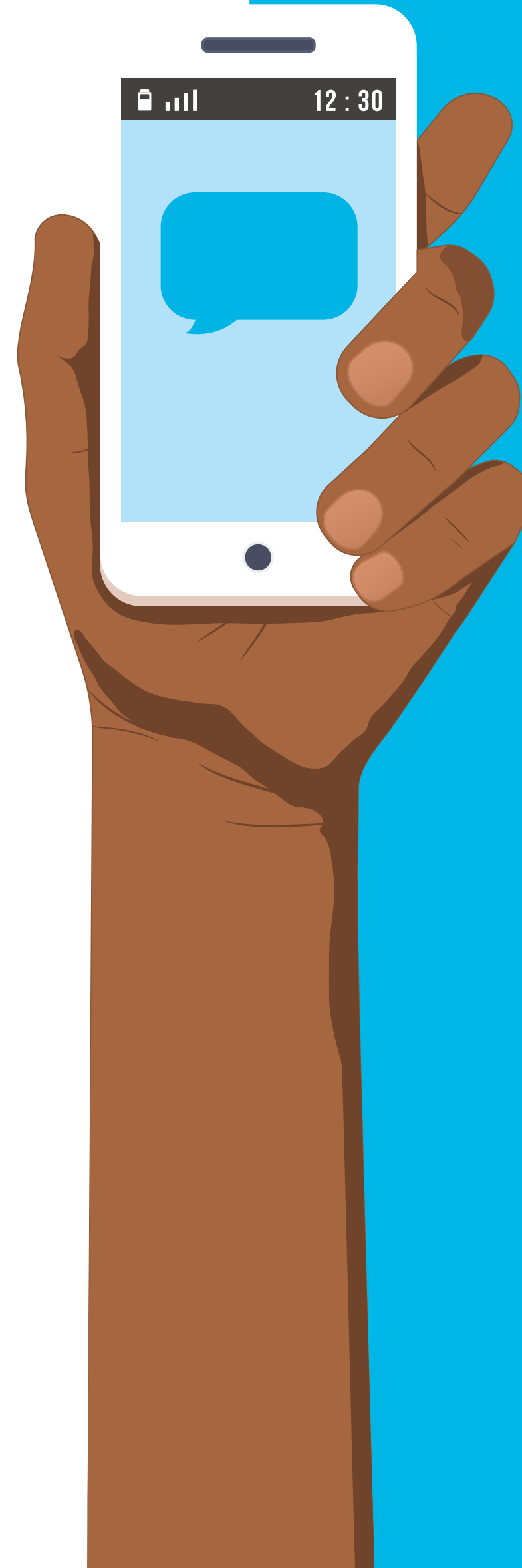
Source: Emogi research team

Branding in Mobile Messaging

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



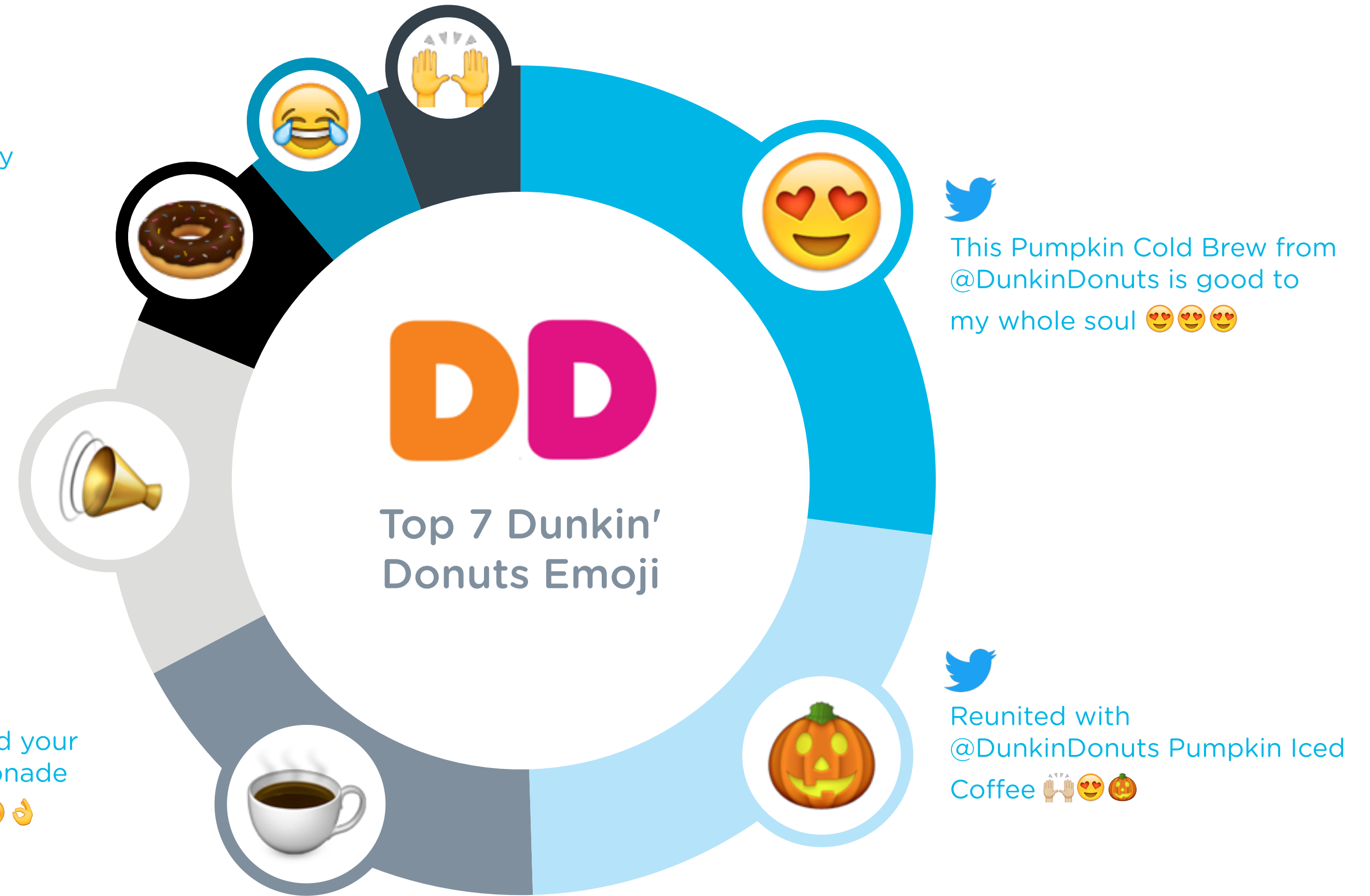
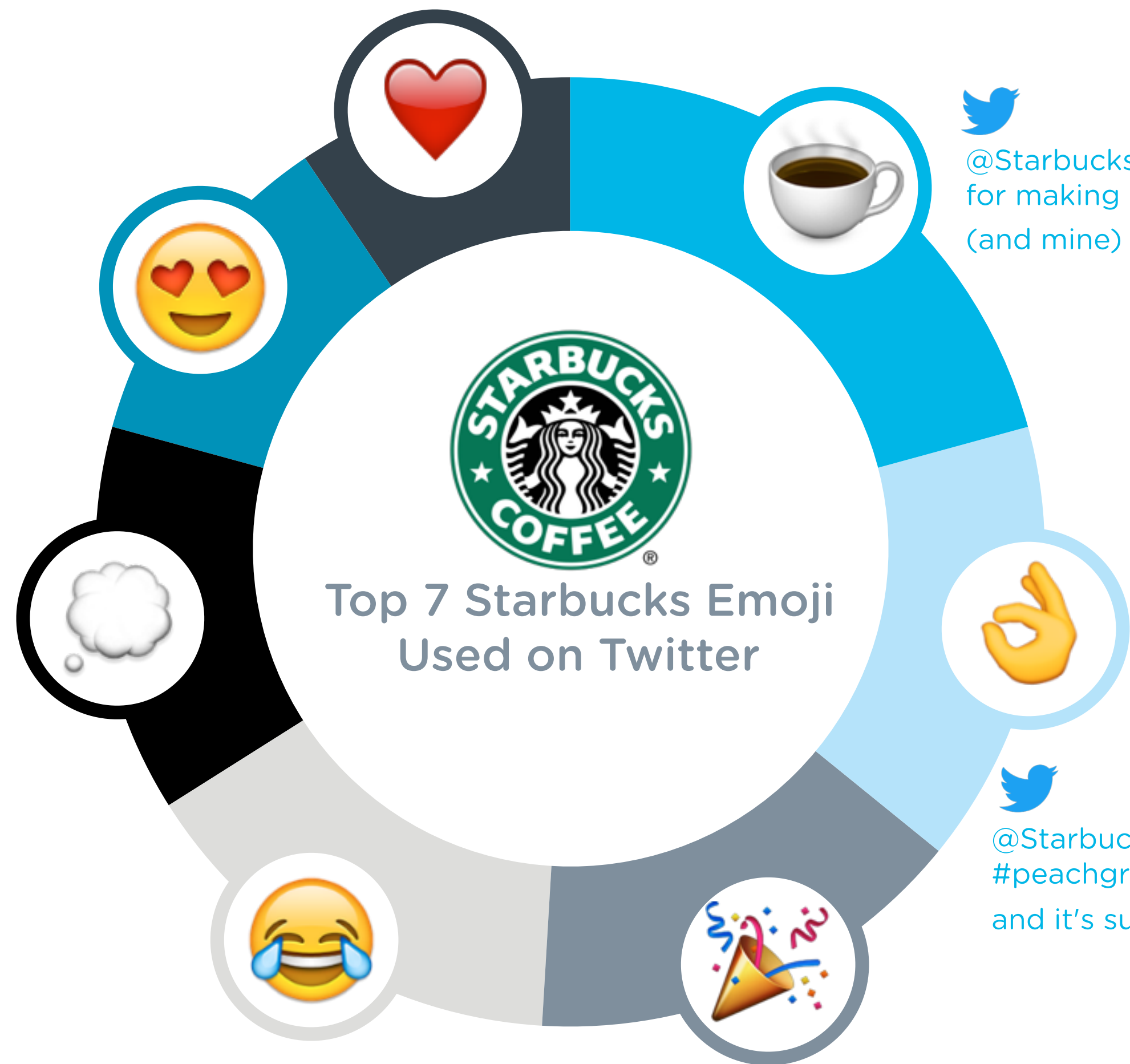
And instead of the standard “beer mug” emoji, 59% would also be moderately, very, or extremely likely to use a branded beer emoji



Source: Emogi research team

Branding in Mobile Messaging

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



Source: Twitter tweets that include emoji and mention either Starbucks or Dunkin' Donuts, retrieved 09/02/2016

Emoji in Brands and Products

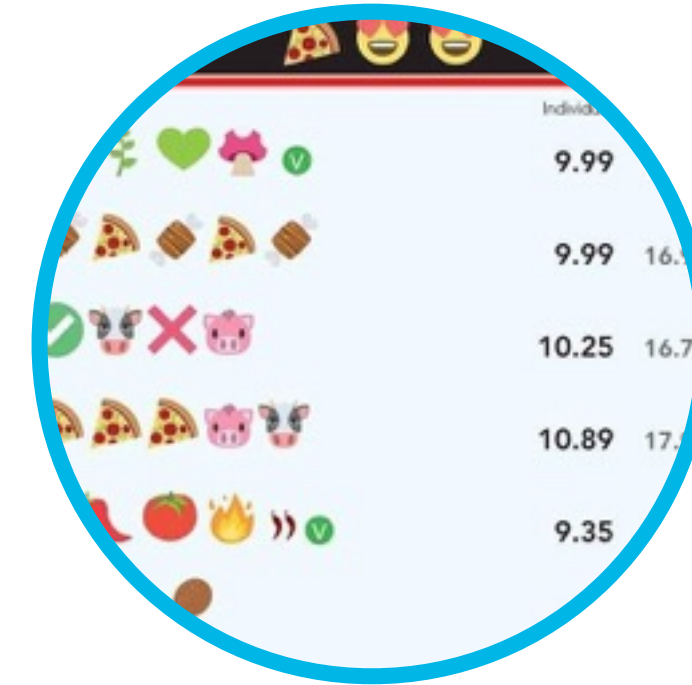
Marketers are now harnessing emoji as part of their marketing engine. Marketers are creating integrated experiences built around them.



“Beauty and the Beast”, as told by emoji



Emoji Day at Yankee Stadium



Campaign in fashion, ads, film, and events



Durex Disney Dove New York Yankees Pizza Hut Diet Pepsi Chevrolet

Fake emoji-inspired condoms



“Love Your Curls” campaign



Menu written entirely in emoji



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.



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



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



Peter Pan was translated into 44,000 emoji.

EmojiMovie: Express Yourself

Star Wars

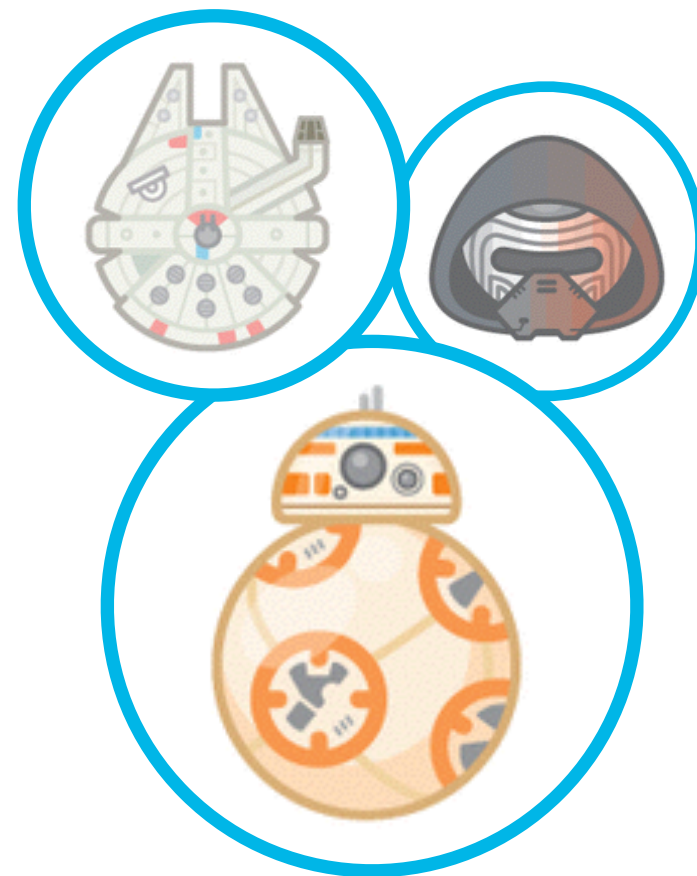
Disney

Pokemon

The Late Show

Peter Pan

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 is introducing animated emoji characters.



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



"Second to the right, and straight on till morning."

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



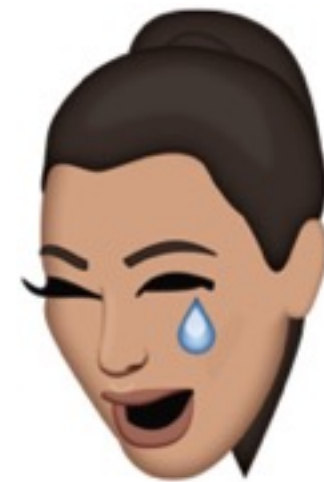
Charlie Sheen



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

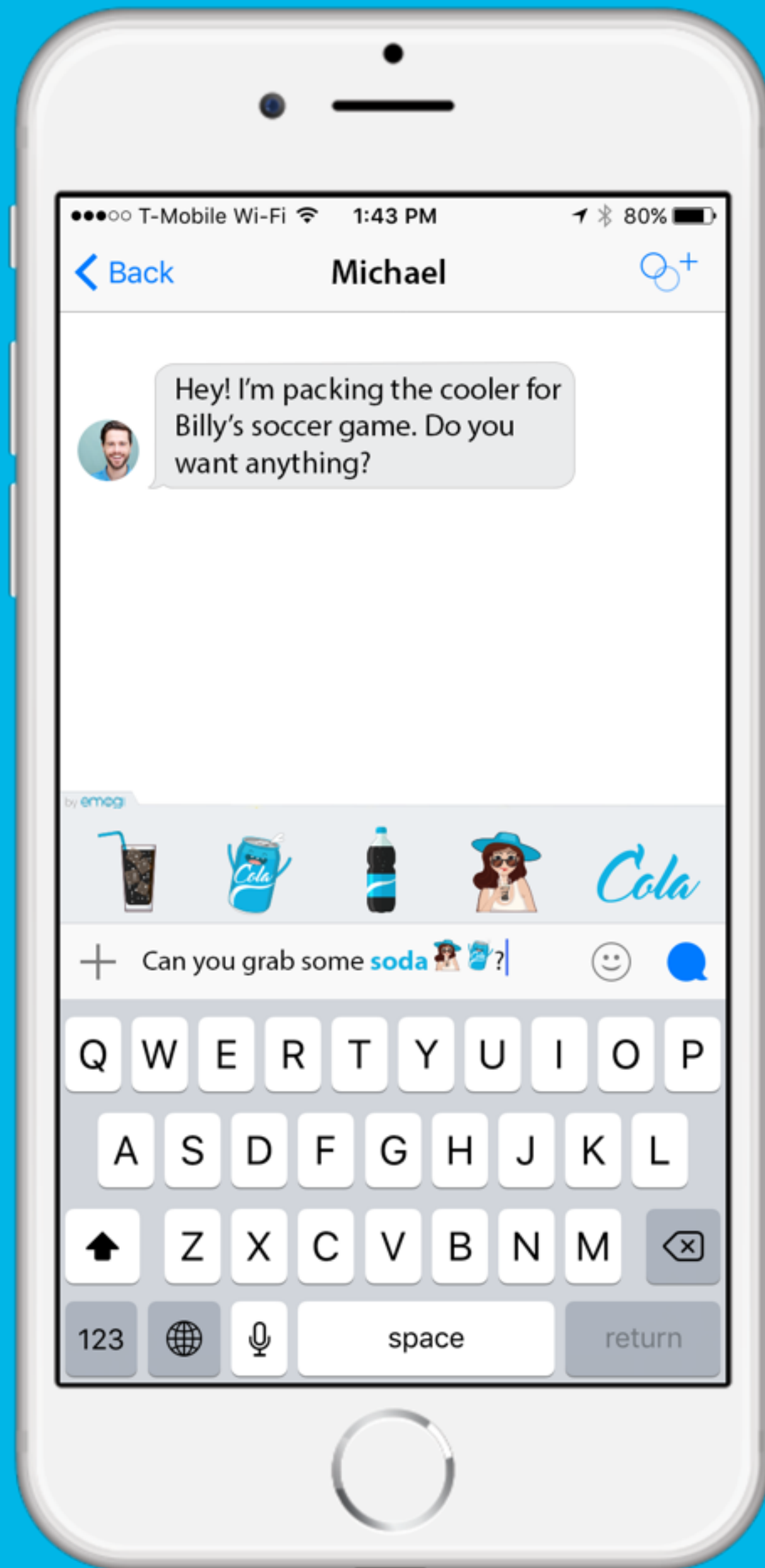
Thus far, emoji have been tools for activities ranging from communication to marketing. Now, they have become objects themselves and are sold as decorations to objects.



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

The visual expression platform in messaging.

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



Visual Branded Content

Enrich conversations with welcome and wanted emoji alternatives



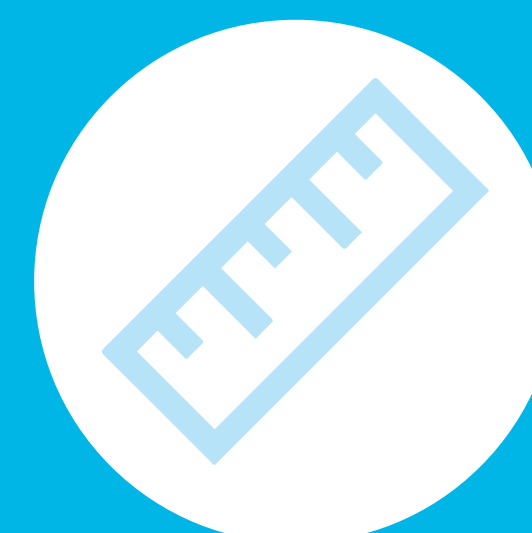
Intelligent Context

Predict conversations using machine learning algorithms so brands can be a natural part of conversation



Trigger Targeting

Brands can reach their audiences when they are expressing an emotion or demand for product via relevant emoji or keywords



Verified Measurement & Analytics

Set up and receive reporting on standardized & verified measurement and analytics



Strategic Data Segmentation

Leverage geo data, and custom 3rd party audience segments



Brand Safety

Ensure brands are integrated in the appropriate environments