Emoji Additions: Popular requests

To: *UTC*
Date: *2014 October 23*
From: *Peter Edberg, Mark Davis*

(Extracted & adapted from L2/14-174R)

This list includes items that have been frequently requested, for example in popular campaigns, in websites suggesting emoji additions, and in direct requests to platforms vendors (Apple, Google, etc.). These requests are from North American sources, we are not aware of similar campaigns or collected requests from elsewhere.

Campaigns for hot dog and taco emoji (and cheese)

- change.org hot dog petition, Facebook hot dog campaign
- change.org taco petition, LA Mag taco campaign, Facebook taco campaign, "...still no cheese or tacos"

Websites with collections of requests for new emoji (some surprising consistency among these and other requests), e.g.:

- Life Won't Be Complete Until We Get These Emojis (NYMag)
  - mentions taco, burrito, cheese, avocado, champagne bottle, unicorn, many others
- 19 Emoji That Really Should Exist (Business Insider)
  - mentions burrito, unicorn, sandwich, T Rex head, lobster, many others
- 18 Emojis That Should Exist But Don't (Buzzfeed)
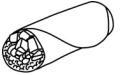 - mentions cheese, popcorn, unicorn, T Rex head, turkey, many others

Requests directly to Apple include unicorn, cheese, taco, burrito, popcorn, champagne, etc.

Note that some of these overlap with other categories we might want to flesh out. For example:

- Huffington Post, Most popular foods in the world: salad (green, noodle, etc.), chicken, cheese, rice, tea, coffee, milk, eggs, apples, soup, yogurt, bread. We are missing salad, cheese, milk, eggs, yogurt; cheese is also in the above lists.

The top requests proposed for addition (5 characters, with properties ;So;0;ON;) are:

Internal code	Illustrative image	Character name	Notes

X404		HOT DOG	Campaigns
X402		TACO	Campaigns, NYMag list, request to Apple
X403		WRAP SANDWICH or BURRITO	NYMag & Business Insider lists, request to Apple. Can be burrito or other kinds.
X400		CHEESE WEDGE	NYMag & Buzzfeed lists, requests to Apple
X700		UNICORN or UNICORN FACE*	NYMag, Business Insider & Buzzfeed lists, requests to Apple

* Mark Davis: Animal faces are exchanged more often than the full view of the animal, so (despite the illustrative images), it is recommended that we make the animals be faces where that is sufficient to distinguish the animal. The images would need to be updated on the starred items below.
Peter Edberg: In a Google or Bing search for images of unicorns, nearly all of the images are full animals, not face/head images.

Other characters that were considered for this category but are not included in this proposal (they may be included in others):

Internal code	Illustrative image	Character name	Notes
X401		POPCORN IN STRIPED BOX	Buzzfeed lists, requests to Apple. Consider more international representation

X40F		SPARKLING BEVERAGE	Celebrations: NYMag list, requests to Apple. Could be champagne, prosecco, cidre, crémant, etc.
X701		T-REX FACE	Business Insider & Buzzfeed lists
X704		TURKEY	Also a food item; common animal; web stats; holiday symbol for Thanksgiving in North America

ISO/IEC JTC 1/SC 2/WG 2
PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646
Please read Principles and Procedures Document (P & P) for guidelines and details before filling this form.

A. Administrative
1. Title: Emoji Additions: Popular requests
2. Requester's name: Peter Edberg, Mark Davis
3. Requester type (Member body/Liaison/Individual contribution): Individual Contribution
4. Submission date: 2014-10-22
5. Requester's reference (if applicable):
6. Choose one of the following:
   This is a complete proposal: Yes
   ...

B. Technical – General
1. Choose one of the following:
   ...
   b. The proposal is for addition of character(s) to an existing block: Yes
      Name of the existing block: Miscellaneous Symbols and Pictographs
2. Number of characters in proposal: 5
3. Proposed category (select one from below - see section 2.2 of P&P document):
   (None of the listed categories is applicable)
4. Is a repertoire including character names provided? Yes
   a. If YES, are the names in accordance with the "character naming guidelines" in Annex L of P&P document? Yes

b. Are the character shapes attached in a legible form suitable for review? Yes

5. Fonts related:
    a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard? The Unicode Consortium (? TBD)
    b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.): The Unicode Consortium (? TBD)

6. References:
    a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided? References are provided to sources of requests.
    b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached? No.

7. Special encoding issues:
Does the proposal address other aspects of character data processing (if applicable) such as input, presentation, sorting, searching, indexing, transliteration etc. (if yes please enclose information)? No (These characters are intended to behave like existing pictographic symbols for foods and animals).

8. Additional Information

C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before? No
2. Has contact been made to members of the user community (for example: National Body, user groups of the script or characters, other experts, etc.)? No
3. Information on the user community for the proposed characters (for example: size, demographics, information technology use, or publishing use) is included? Over 110 million people in China use emoji daily, over 44 million in the U.S. use emoji daily...
4. The context of use for the proposed characters (type of use; common or rare): Common
5. Are the proposed characters in current use by the user community? No
6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely in the BMP? No
7. Should the proposed characters be kept together in a contiguous range (rather than being scattered)? Not necessarily
8. Can any of the proposed characters be considered a presentation form of an existing character or character sequence? No
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters? No
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to, or could be confused with, an existing character? No.
11. Does the proposal include use of combining characters and/or use of composite sequences? No

12. Does the proposal contain characters with any special properties such as control function or similar semantics? No

13. Does the proposal contain any Ideographic compatibility characters? No