

Pie Emoji Submission

To: Unicode Consortium

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Abstract

This is a request for the inclusion of a pie emoji. The pie emoji would fill a gap in the current dessert emoji set and serve a variety of uses.

Introduction

Pie, both sweet and savory, is one of the most beloved and recognizable foods in the world. With origins in ancient Greece¹, the pie has evolved to include ardent fans across the globe.

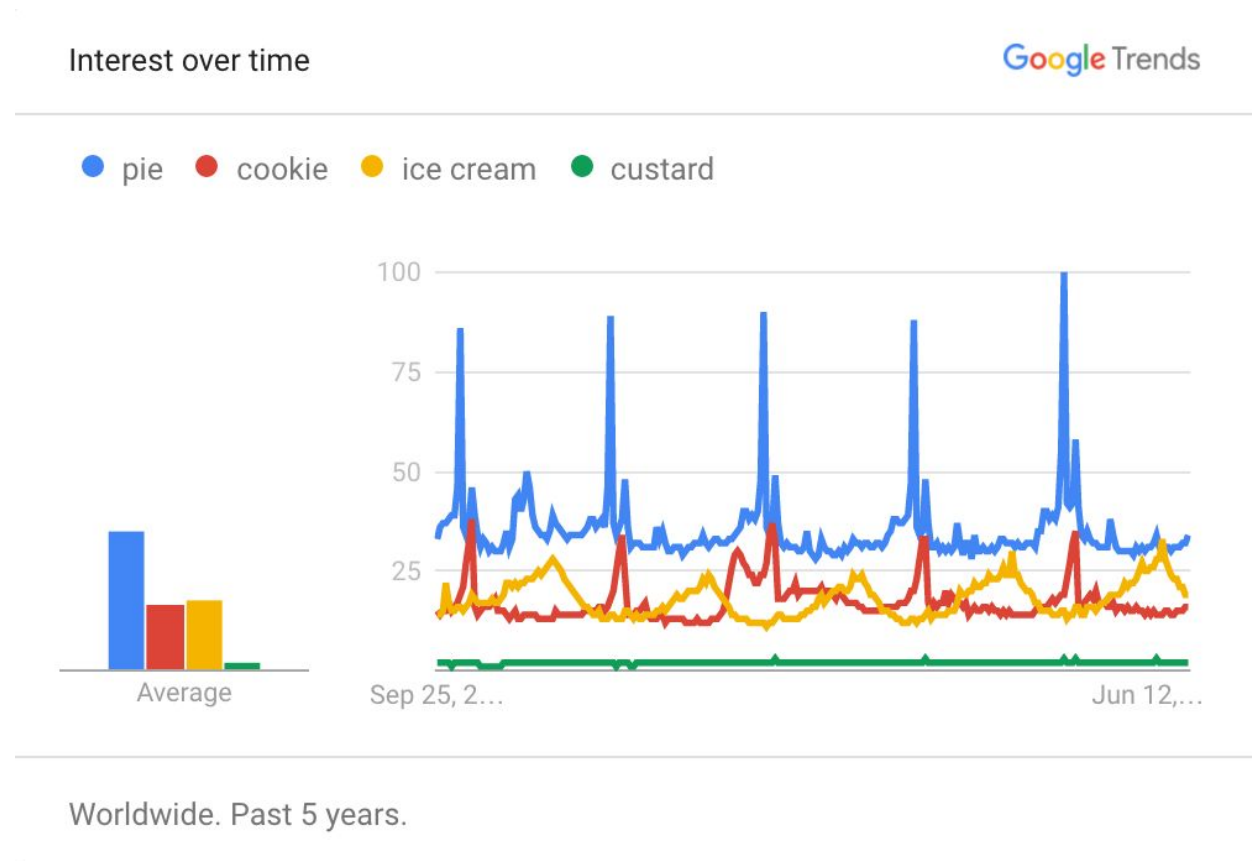
¹ <http://press.uchicago.edu/ucp/books/book/distributed/P/bo6899735.html>

From the Filipino buko pie, to the Russian coulibiac, and the classic American cherry pie, this popular staple has a built-in user group in need of a pie emoji. Much as pies have persisted since ancient times, so too will the pie emoji endure.

Expected Usage

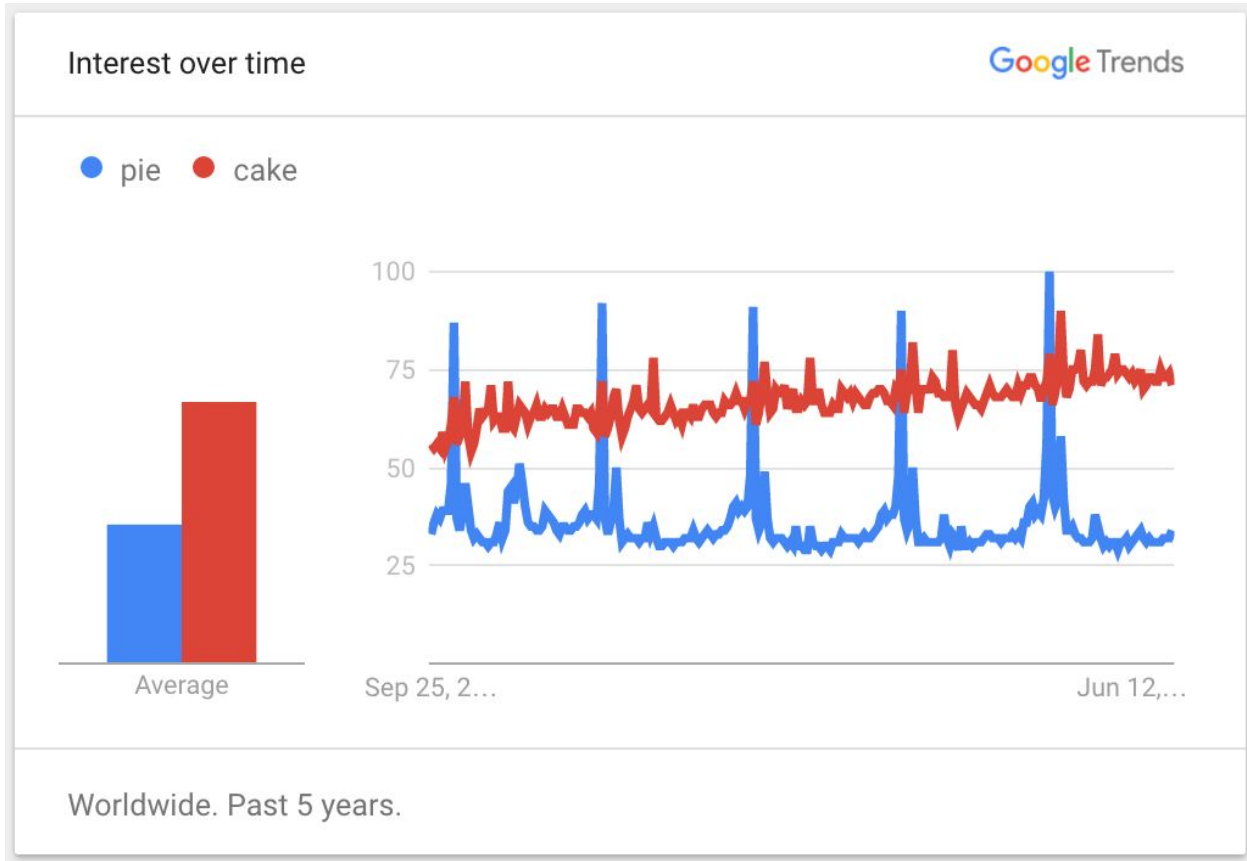
A. Frequency

The expected usage of the pie emoji is incredibly high. Of all emojis sent, 70% can be categorized as positive images² - the majority of uses for the pie emoji would fall into this category. Looking at some of the existing emojis contained in the dessert set, a Google Trends comparison reveals that “pie” far outranks the popular dessert food emoji words like “cookie,” “ice cream,” and “custard.”



²<http://www.npr.org/sections/alltechconsidered/2015/04/27/402003080/canadians-love-poop-americans-love-pizza-how-emojis-fare-worldwide>

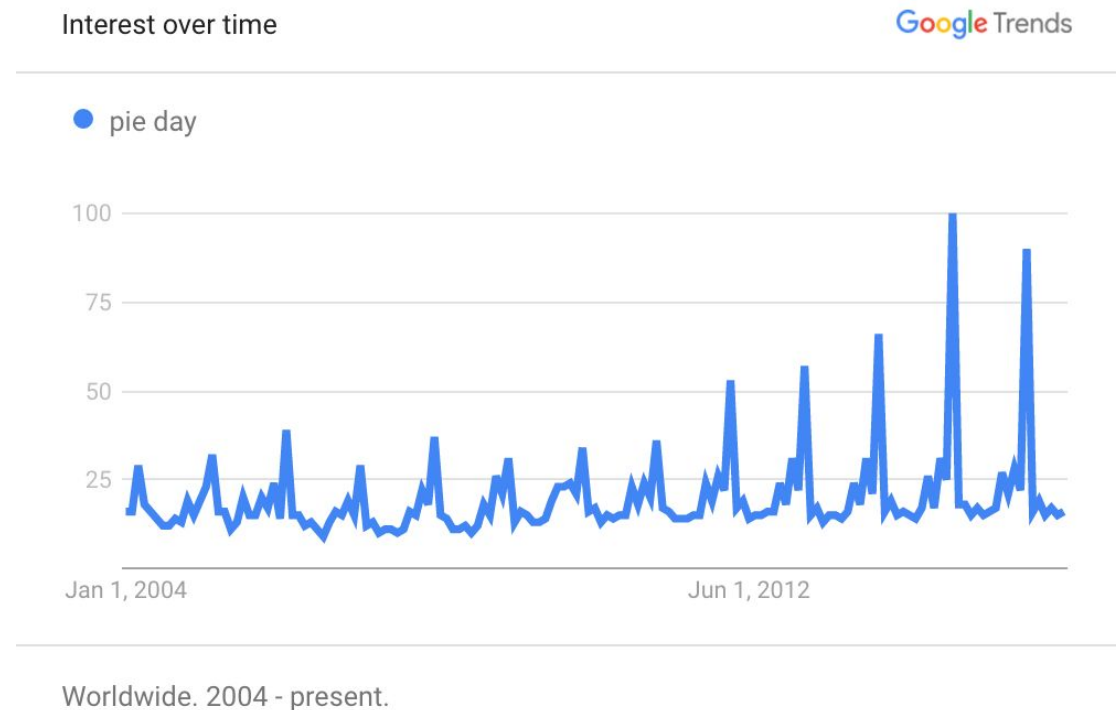
The “birthday cake” emoji is the most comparable to the proposed pie emoji. A Google Trend investigation reveals that “cake” is more frequently used than “pie” (see below). However, it is worth noting that the most tweeted food emoji around the world is the birthday cake emoji.³ Cake is the only existing dessert emoji word that currently exceeds the popularity of pie in Google Trends. It is feasible that a pie emoji could be the second most tweeted food emoji around the world if introduced.



There is also an escalating fervor around March 14th, a day entirely devoted to pie. The holiday is growing in popularity, as evidenced in the Google Trends chart below.⁴

³<http://metro.co.uk/2016/07/16/world-emoji-day-these-are-the-most-used-emoji-around-the-world-6010635/>

⁴ <http://www.npr.org/2011/01/02/132477830/cupcakes-are-dead-long-live-the-pie>



a. Multiple Uses

The pie emoji has a myriad of uses beyond its literal interpretation as a food item. Pie can be used as a term of endearment, as in, “sweetie pie,” “cutie pie,” or perhaps, “sugar pie.” One can send the pie emoji to convey a gesture of warmth or welcome. It can be used in conjunction with other emojis to indicate holiday celebrations throughout the year (e.g. with “turkey” for Thanksgiving, or “fireworks” for Fourth of July). Pie also features prominently in many sayings that could be completed with the use of the pie emoji: “Easy as pie,” “pie in the sky,” “humble pie,” or even, “shut your pie hole.” The pie emoji could also be applied with the new v3.0 clown face emoji to suggest the classic prank of playfully pieing one’s friend in the face. Much as the pie depicted in the pie emoji could be interpreted as either sweet or savory, depending on the context it’s used in and the intended effect, the pie can suggest either comfort and warmth, or playful admonishment.

Pie also frequently features into folklore, songs, and popular culture. Where would Snow White be without her famous apple pie, or Don McLean without “American Pie”? With the 2017 return of David Lynch’s popular television show *Twin Peaks*, fans will be jumping on every opportunity

to use the pie emoji when discussing beloved character Agent Dale Cooper's undying love for the perfect slice of cherry pie, or quoting his famous line, "This must be where pies go when they die."⁵

Demand

Cries for the pie emoji are seen across the internet. The pie emoji is often featured on wishlists for most needed emojis, tagged on social media, and sought after by countless commenters. Urban Dictionary defines "pie emoji" in an entry dated July 23, 2014 as:

"A FUCKING EMOJI THAT DOESN'T EXIST

Its example for use being:

tyra: wheres [sic] the pie emoji at

*georgia: *cries bcuz there isn't a pie emoji**⁶*

With every emoji update, the feeling still persists: The pie emoji is missing. Early in 2016, *Saveur* posted an article that listed the top devastatingly overlooked food emojis, leaving the most important for their final plea, "But if that's too much, we'll even narrow it down. Pie. Pie is really all we're asking for by 2017."⁷ This is not a new sentiment. Three years earlier, *Thought Catalog* begged for the pie emoji in a list that included "Cheese," and "Bacon," emojis, both of which have been thankfully granted.⁸ But the demand for the pie emoji still has not been answered.

A hashtag search on Instagram for the term "pieemoji" returns hundreds of tagged photos and 23 unique variations of the hashtag, including "#pieemojineeded" "#pieemojiplz" "#pieemojiwhydontuexist," and perhaps most telling of all, "#pieemojiimtoolazytolookfor," implying that users are so convinced of the necessity of a pie emoji that they believe that it already exists.

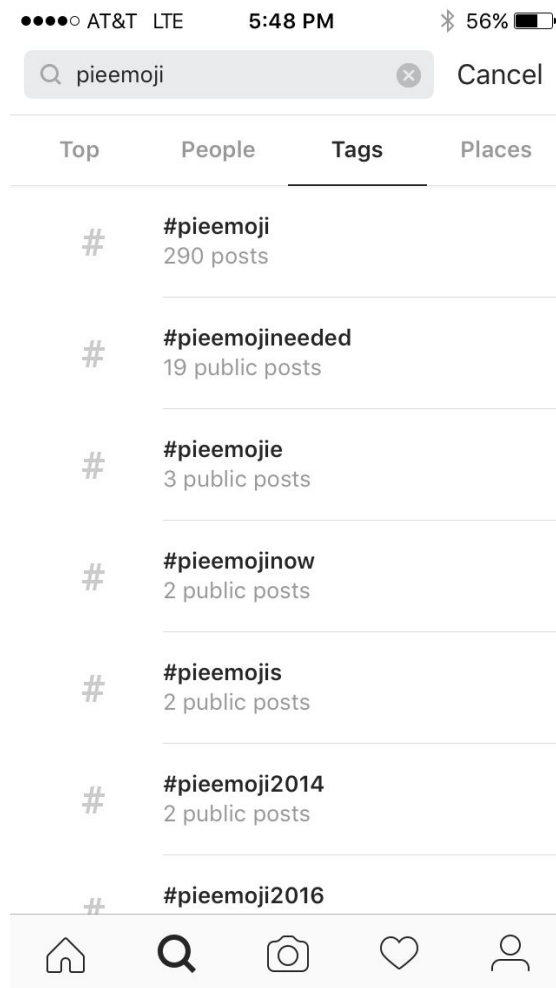
⁵ <http://www.imdb.com/character/ch0009681/quotes>

⁶ <http://www.urbandictionary.com/define.php?term=pie+emoji>

⁷ <http://www.saveur.com/missing-food-emoji>

⁸ <http://thoughtcatalog.com/ella-eron/2013/11/12-emojis-that-need-to-exist-right-the-frick-now/>

A partial list from Instagram is pictured below:



Anecdotal support:

eds

Jump • Oct 22nd, 2015



kenziwilbur 10:22 AM

hey @all—new emoji in the new OS for iphone, too! do we want to whip something together today for it?



kenziwilbur 10:23 AM

<https://s3.amazonaws.com/uploads.hipchat.c>



carolinelange 10:23 AM ☆

WHY STILL NO PIE

eds

Jump • July 28th, 2015



riddleyschirm 1:13 PM ☆

thank you!!



sarahjampel 1:32 PM

@here ready to do a brainstorm of emojis we wish existed? Kale, popsicles, pie, carrots, cherry



carolinelange 1:33 PM

pie forever

I just laughed out loud.
Sure! Or I could meet you halfway

😊 I have time after 1! Send me the address. OR I could drop it off hella early.

Bummed there is no pie emoji!

Image Distinctiveness

A pie emoji would be visually distinct from any current emoji and immediately recognizable as a general “Pie.” Closest in color perhaps to the “Cookie” emoji, the pie emoji would be unique in its shape and depth, as shown from the side perspective. The covered pastry top of the pie would allow for it to be used to represent a variety of pies, not limited by or specific to varying cultural understandings of pie (e.g. American fruit pie versus British meat pie). The pie’s distinctive appearance would allow for a pie emoji to exist without visual confusion or repetition of any existing emoji.

Completeness

The pie emoji would be a step in expanding the small quadrant of desserts included in the food and drink section. It would comfortably find its place beside “birthday cake,” “cookie,” or “donut,” and broaden the currently limited representation of desserts.

Factors for exclusion:

Overly Specific

The pie emoji would not be overly specific. The design would imply “pie” as indicative of a larger category of pie or as a symbol rather than a specific type of pie, or a pie specific to only one given situation (e.g. Thanksgiving pie). The interior of the pie would not be shown, so it could be understood as either savory or sweet, and not necessarily specific to one cultural interpretation of pie filling.

Open-Ended

N/A. The pie emoji would not be adding to a group of many pie emojis.

Already Representable

Pie cannot be represented with an existing emoji or combination of emojis. It absolutely cannot be expressed with the cake emoji, which is a distinctive food item and not applicable in many pie situations. A cake emoji used in combination with a chicken leg emoji would result in a disgusting rendering of some type of “chicken cake,” whereas the pie emoji combined with a

chicken leg would convey a delicious chicken pot pie. There is so much that simply cannot be said without the pie emoji.

Logos, brands, UI icons, signage, specific people, deities

N/A. Pie is accessible and open to all and is not confined by logos or branding.

Transient

A food item recognizable across the globe for generations is not a passing fad. Pie will continue to endure.