

## *Proposal for Cupcake Emoji*

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### **Abstract**

**This proposal requests that a new emoji, CUPCAKE be included into the 2018 emoji group. Since the early 2000's, cupcakes have been climbing in popularity and did not end up being "just a trend" like so many thought they would as the gourmet bakeries who specified in cupcakes — popped up all over the place.**

**Images** (*Design credit: Aphelandra Messer*)



### **Introduction**

**Everyday, dozens of people are asking on social media platforms, such as Twitter, where the CUPCAKE emoji is and why it is not included in the food category. From boutique bakeries and sweet treats, to pop culture references and nicknames — the CUPCAKE would be a highly successful emoji to have included, as it continues to skyrocket with popularity and pressing want from potential users.**

The name, “cupcake” has been around since the 1800’s, with one of two processes giving way to the name. The first one, was that cupcakes were originally made in pottery cups or cup molds, giving them their simplistic name. The other method was referred to by volume of using a standard size cup to measure the ingredients, and then poured into tins to bake. Baking cups and liners, as well as commercially packaged cupcakes became popular after WW1, such as Hostess Cup Cakes. <sup>1</sup>

Gourmet cupcake shops have been popping up since the early 21st century, thanks to the film and television industry. Magnolia Bakery in New York has been highlighted in a multitude of television shows and movies as the “go-to bakery” including, *Sex and the City*, *Prime*, *The Devil Wears Prada*, *Spin City* and *Veronica Mars*. <sup>2</sup>

Georgetown Cupcakes opened in Washington, D.C. and gained widespread publicity in 2010 after being premiered on TLC’s, *DC Cupcakes* reality show, which started with six-episodes and continued on for three full seasons. <sup>3</sup>

Just before *DC Cupcakes* came to be, Food Network began the reality show, *Cupcake Wars* in December of 2009, and are currently on their 11th season. The show consists of four cupcake bakers facing off in elimination challenges until the winning baker heads home with \$10,000. <sup>4</sup>

Chris Carbone, who studies consumer trends for market research firm, Innovaro, says that cupcakes appeal to, “post-modernists who value creativity, authenticity, aesthetic design, personalization and locally sourced goods.” He notes that these consumers prefer experiences over things, and going into a boutique bakery offers a unique, pleasant experience that is part of a larger narrative. <sup>5</sup>

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<sup>1</sup> <http://www.foodtimeline.org/foodcakes.html#cupcakes>

<sup>2</sup>

<http://www.amny.com/secrets-of-new-york/secrets-of-magnolia-bakery-cupcakes-carrie-bradshaw-and-beyond-1.11744934>

<sup>3</sup> [http://usatoday30.usatoday.com/life/television/news/2010-07-15-dccupcakes15\\_ST\\_N.htm](http://usatoday30.usatoday.com/life/television/news/2010-07-15-dccupcakes15_ST_N.htm)

<sup>4</sup> [http://usatoday30.usatoday.com/life/television/news/2010-07-15-dccupcakes15\\_ST\\_N.htm](http://usatoday30.usatoday.com/life/television/news/2010-07-15-dccupcakes15_ST_N.htm)

<sup>5</sup> [http://usatoday30.usatoday.com/life/television/news/2010-07-15-dccupcakes15\\_ST\\_N.htm](http://usatoday30.usatoday.com/life/television/news/2010-07-15-dccupcakes15_ST_N.htm)

## **Names**

**cupcake - dessert, pastry, sweet**

## **Selection Factors Inclusion**

### **A. Compatibility**

**This is a new emoji for inclusion in Unicode and then other systems. It will contribute to the various phrases and usages defined below.**

### **B. Expected Usage Level**

#### **B.1 Frequency**

**It is the proposer's confidence that the cupcake emoji will be used globally and often by people. On Instagram, #cupcake and #cupcakes have over 22 million posts.**

**Also, as can be seen in the following Google Trends charts below, people have been searching the phrase, "cupcake emoji" and are wanting one to be available for use.**

**The rise of popularity with this food item in the recent years, including nicknames that people give one another would make this a frequently used emoji on multiple platforms.**

**The following series of charts from Google Trends shows the popular usage of the term, "cupcake emoji" when compared with various emojis in the same bakery-style category. As can be seen, "cupcake emoji" (shown in blue) is used more commonly than any of these other related emojis, or is becoming more popular compared to the other emojis.**

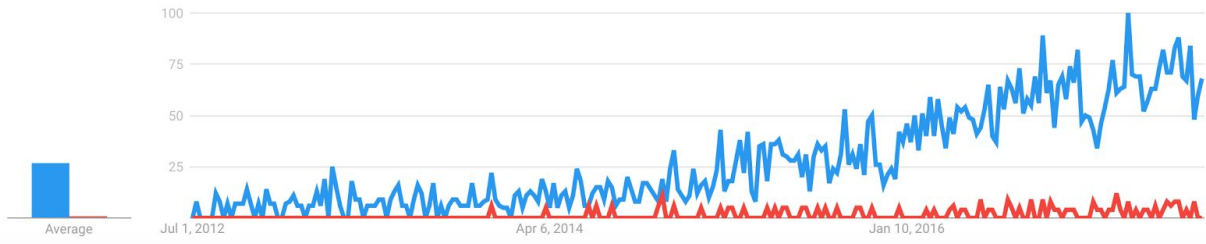
● cupcake emoji  
Search term

● shortcake emoji  
Search term

+ Add comparison

Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?



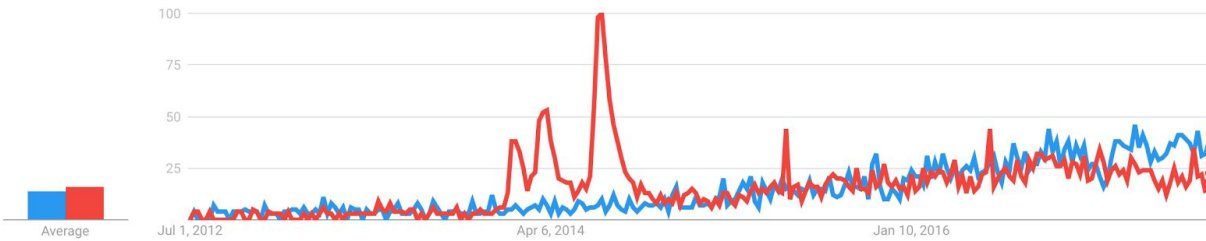
● cupcake emoji  
Search term

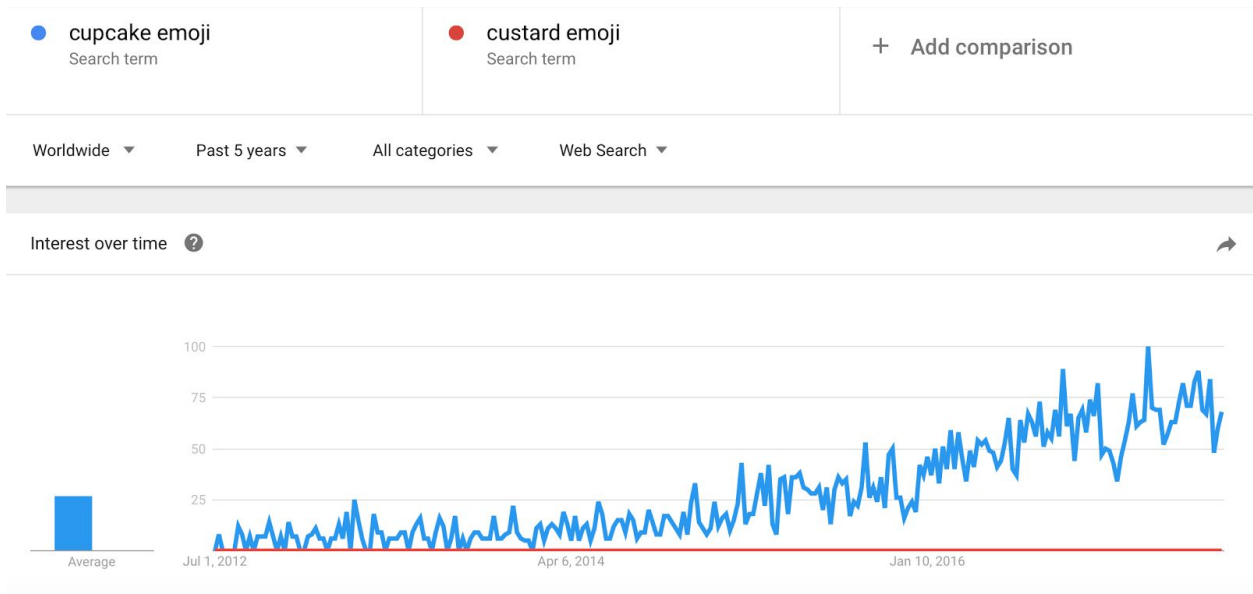
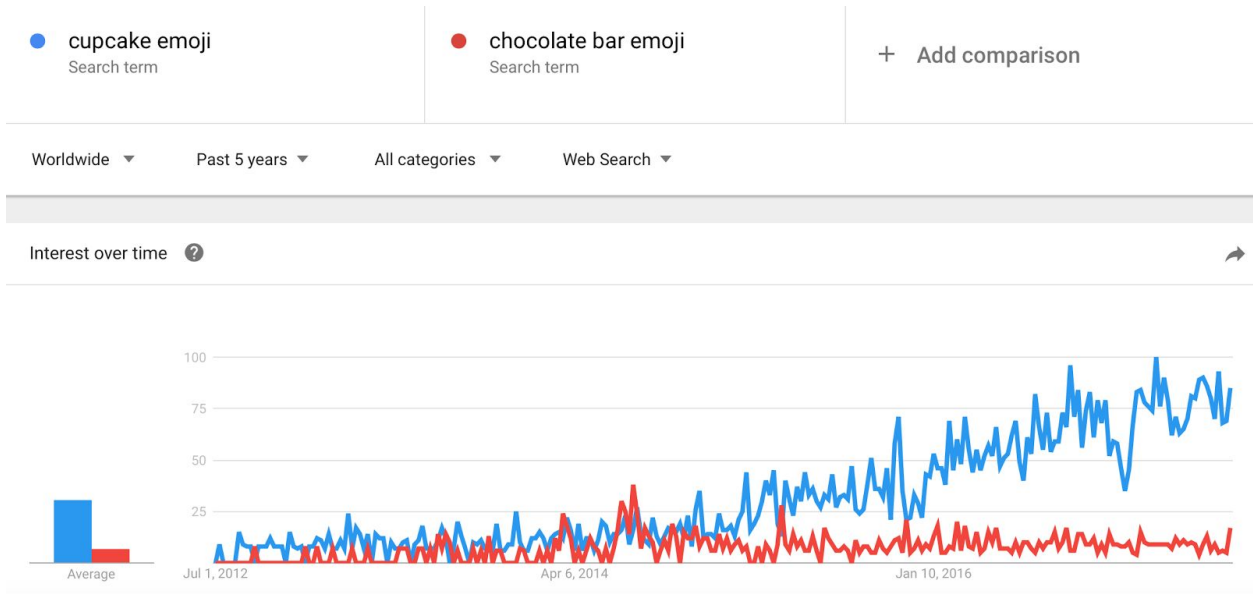
● donut emoji  
Search term

+ Add comparison

Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?





*Data Source: Google Trends - June 28 2017*

## B.2. Multiple Usages

**One of the strengths of this submission is that cupcakes are now considered “gourmet” with bakeries that have popped up all over the world to serve them in all their glory, which has continued the pop culture progression in a variety of ways.**

- **Mom + Pop and gourmet bakeries**
- **Reality T.V. shows (DC Cupcakes, Cupcake Wars, TLC programming)**
- **Vending machines (Sprinkles ATMs)**
- **Pinterest recipes (pop culture themes, eg: Minions, Star Wars, Beatles)**
- **Popular use at weddings opposed to full sheet cakes**
- **Used at birthday parties instead of birthday cakes**
- **The term, “cupcake” references a sweet nickname for a loved one**
- **The term, “unicorn cupcake” has had a sharp rise in popularity of Google Trends since January 2017**

### **C. Image Distinctiveness**

**The CUPCAKE is a clearly identifiable shape and design, even when use on small phone screens as an emoji. It will be able to be clearly differentiated from related emoji shapes and designs (such as soft ice cream, donut, birthday cake and shortcake).**

### **D. Completeness**

**The cupcake emoji will continue to build out common items in the Food-Sweet emoji category. It can stand alone and is not part of a series such as the Food-Fruit category that is more directly together.**

### **E. Frequently Requested**

**Requests for a CUPCAKE emoji on social media are very consistent and widespread. Here is a sample of the many tweets people have published requesting/demanding a CUPCAKE emoji – or who would use it if one were available. All tweets are taken from within a short period of time on Twitter.**



**Doug** @moonwalkmcfly · Jun 12



look there's no **cupcake emoji** so we gotta improvise here



**Wyatt Dillon** @Le\_demon1 · Jun 12



**\*Cupcake emoji\***



**Bryce Harter** @bryceharter · Jun 12

Where's the **cupcake emoji**



-  **Abbie Dajoux** @abbiedajoux · 6h  
I've just realised there's no giraffe **emoji**, make one apple & a **cupcake**, a mermaid tail, a bath bomb, a raccoon, and a cereal bowl please.
- 1 4
- 
-  **kylieee** @klorcher · 15h  
There's no **cupcake emoji**, my life has been ruined.
- 1
- 
-  **Olga V** @Varonte · 19h  
Barack Obama follows  
Replying to @USATODAY  
And still no **cupcake emoji!!!**
- 1
- 
-  **Snack Time Fantasy** @Snack\_TimeFS · Jun 26  
Also, I still can't believe there is no **cupcake emoji**. #KD
- 1 5
- 
-  **MM** @\_Michyx3 · Jun 26  
Cookies, cupcakes or cake ??? 🍪\***cupcake emoji**\* 🍰
- 1
- 
-  **Joel** @Jogoldeneye · Jun 25  
I want a **cupcake emoji**.
- 1
- 
-  **Ma Christina** @xtnkills · Jun 25  
best cupcakes ever!!!!!! MY COUSIN BAKES IF UR FROM MAPUA MAKATI  
ORDER CUPCAKES FROM HIM (why is there no **cupcake emoji??**)





**steph** @rowlandjacks · Jun 24  
why isn't there a **cupcake emoji** yet

2 4



**Mia** 🌸 @thecosyreader · Jun 24  
Replying to @juliasbookcase

\*hands **cupcake**\* ... Why is there no **cupcake emoji**?! 🙄

1 2 1



**Michelle** @Michelle\_Gayden · Jun 23  
There needs to be a **cupcake emoji**

5



@wdbwtvo · Jun 22  
can you believe a **cupcake emoji** doesn't exist who comes up with these things where the fuck have you been

5



**Emily** @eraoftherose · Jun 22  
It's 2017 and why isn't there a **cupcake emoji** on the iphone?

4



**Jaime Lynne** 🌻 @jaimelynne7786 · Jun 22  
I caved. Not even sorry about it either. Also how is there not a **cupcake emoji**?!



**fooji** @gofooji · Jun 13

it's #nationalcupcakeloversday but there's no **cupcake emoji** 🙄 what other emojis are still missing 🤔

74 31 122



**Jessica Lynn** @BmoreOsGirl30 · Jun 13

Making cupcakes for work tonight! \*insert **cupcake emoji** here\*



**Wes Goldberg** @wcgoldberg · Jun 13

after the game, kd heaped praise on steph for being so unselfish. (how is there not a **cupcake emoji**?)

2



**Timmura** @marabakes · Jun 13

It's #CupcakeLoversDay SO I'm bout to spam my page with some favorites I've made over the years 🙄 😊 🙄 also why isn't there a **cupcake emoji** yet

1 4



**B e a u** @NathanPetisme31 · Jun 13

Replying to @domparado

\*insert **cupcake emoji** here\*

2



**Sa-Ben Danh** @SaBenDanh · Jun 13

CAN I GET A **CUPCAKE EMOJI**?!

1 2



**ray** @raequon74 · Jun 13

whish there was a **cupcake emoji**



## **Selection Factors Exclusion**

### **F. Overly Specific**

**The CUPCAKE emoji is not overly specific and can be used in a range of contexts through its use in numerous ideas and concepts. From gourmet cupcakes to nicknames to blasting someone with a cupcake emoji just for the fun of it.**

### **G. Open Ended**

**The CUPCAKE is not just one of many items within a set; it is distinct and doesn't open up a direct open-ended set of related symbols.**

### **H. Already Representable**

**The CUPCAKE is not represented by any existing emoji. The closest that can come to a similar concept is when a person uses the birthday cake emoji – but that is a very different item in context and people generally use the following to signify a cupcake: \*insert cupcake emoji here\* as can be seen in the above tweets, as well as all over social media.**

### **I. Logos, brands, UI icons, signage, specific people, deities**

**The CUPCAKE emoji is not directly associated with any specific logos, brands, UI icons, signage, specific people, or deities. It's a simple and versatile emoji, free from any single stigma or brand identity. It's a common food item that is near universally recognisable.**

## **J. Transient**

**The cupcake is a food item that is not likely to become transient in the near future. Although it may have seemingly started out as a trend – pop culture, the bakery industry and people having a love for cupcakes in general have made it here to stay.**

## **K. Faulty Comparison**

**The submission for the cupcake emoji is one made on its own merits; in line with the Unicode selection factors for inclusion (above) and that it avoids the factors for exclusion (also above).**

**No case is made that the cupcake emoji should be included due to other emojis; emoji patterns; or due to comparison to others.**

## **Sort Location**

### **Category:**

**The proposer suggests that the cupcake emoji be inserted within Food & Drink: food-sweet**

### **Emoji before it in that category:**

**There are a few places the cupcake emoji would fit well, but it would be best placed before, “birthday cake” to keep it in the related “cake” field, and to continue the casual desserts after “cookie.” An alternate location would be after, “birthday cake” to again, keep it near the related “cakes” in the section.**

## **Other Information**

**This would be a fantastic and highly used emoji added to the current set of food emojis.**

## Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

## Author Bios

Author: Jessie Wade ([jessie.awade@gmail.com](mailto:jessie.awade@gmail.com)) is a writer, editor and photographer out of Minneapolis, MN. Her studies include journalism, geography and British Studies. She has a passion for sustainability, geekery and breakfast food. Jessie can be found staying up late Netflix bingeing while she works on side-projects and cuddles with her beagle.