

Title: Proposal for Flamingo Emoji
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1. Abstract

The purpose of this proposal is to request the addition of the FLAMINGO emoji into the Unicode Emoji Standard.

2. Introduction

Beloved by many, flamingos are best known for their showy pink color and for flocking together in tropical, watery habitats. Because of their social nature¹, flamingos are commonly associated with celebrations and vacations. The popularity of the national bird of the Bahamas² has not been short lived, either; from representations in Peruvian art circa 200AD³, to the iconic plastic lawn ornaments created in the 1950’s⁴, flamingos remain one of the most meaningful and immediately recognizable bird species in the cultural eye.

Flamingos already enjoy a significant presence on social media platforms. For example:

- **Instagram and Twitter.** The hashtag “#wherestheflamingoemoji” is very popular on both platforms (see section 5.E - Frequency Requested).

¹ Social birds: <https://en.wikipedia.org/wiki/Flamingo>

² Government of Bahamas - <http://www.bahamas.gov.bs/>

³ https://en.wikipedia.org/wiki/Flamingo#cite_note-36

⁴ https://en.wikipedia.org/wiki/Plastic_flamingo#cite_note-CSM-1

- **Venmo.** Last year, the popular peer-to-peer money app Venmo introduced a set of custom emoji stickers including a flamingo floaty⁵. Of the 11 original stickers, only two (red beer cup and flamingo floaty) are still available for use.
- **Line.** Flamingos are very popular on this platform. The app currently has 33 flamingo-related sticker sets and 125 flamingo themes available for purchase⁶.

Given its popularity and symbolic versatility, the FLAMINGO emoji would be a valuable addition to the Unicode Emoji Standard.

3. Identification

A. CLDR short name - flamingo

B. CLDR keyword - bird

4. Images



Flamingo Emoji Design - Designed by [Aphée Messer](#)
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⁵<http://blog.venmo.com/hf2t3h4x98p5e13z82pl8j66ngcmry/2017/3/31/weve-just-upped-the-emoji-stakes-with-an-exclusive-festival-themed-set>

⁶ <https://store.line.me/search/en?q=flamingo>



Sample sizes: 8px, 16px, 32px, 64px, 128px

5. Selection Factors — Inclusion

A. Compatibility

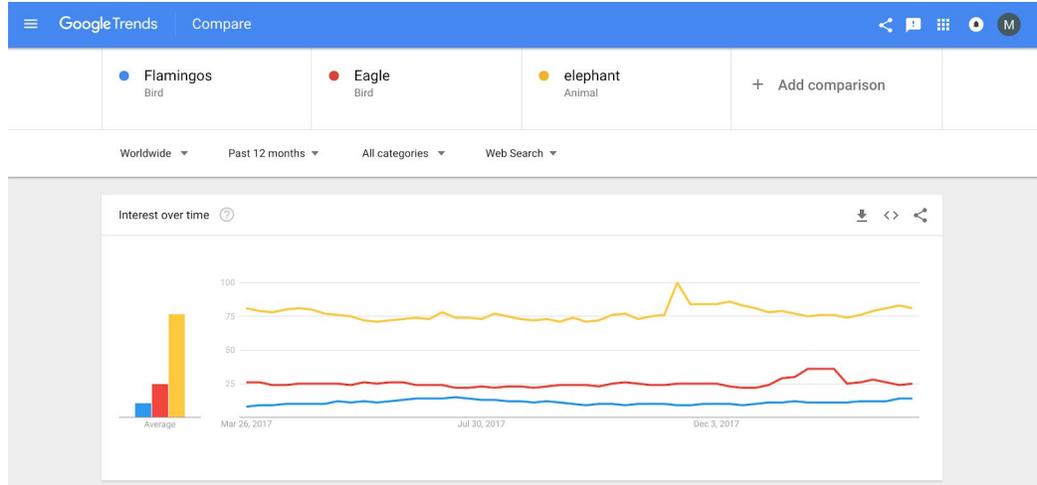
This is a new emoji for inclusion in Unicode emoji standard and other platforms. It will contribute to the various phrases and usages defined below.

B. Expected usage level

1. Frequency

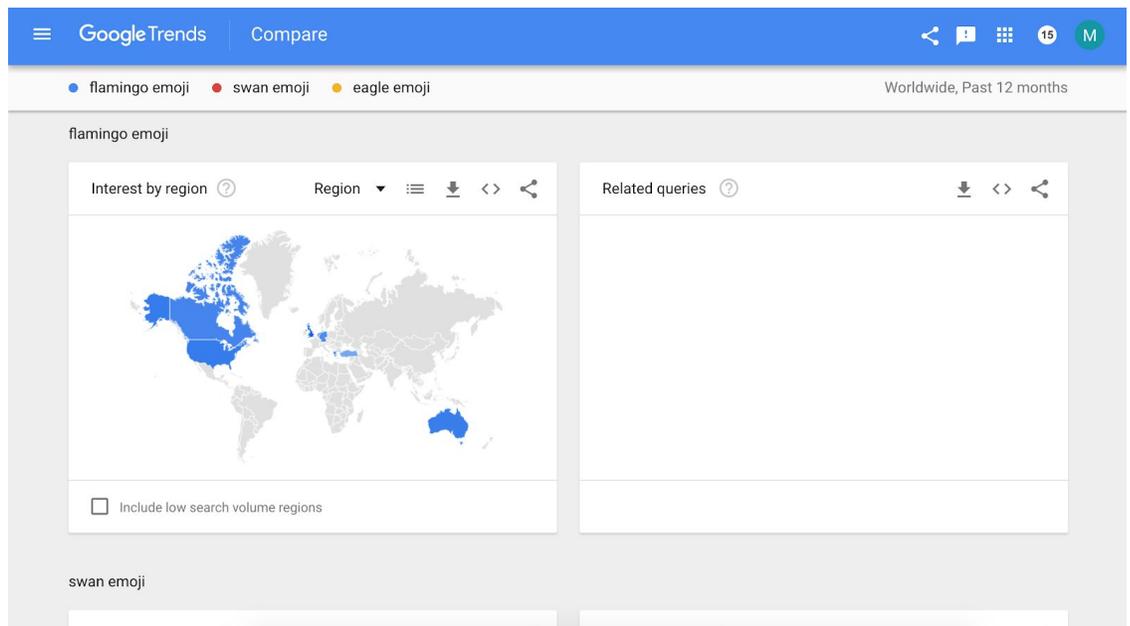
Google Trends

As compared to eagle (bird) and elephant (animal), the flamingo (bird) has high and consistent interest from a variety of regions.



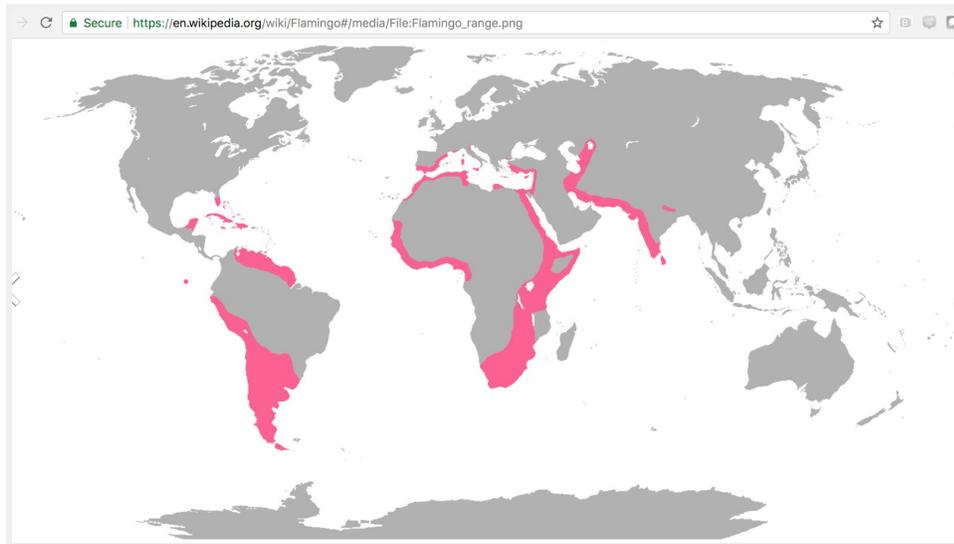
(Screenshot taken March 22nd, 2018 from <https://trends.google.com>)

Notably, many of the countries with the highest search interest for “flamingo emoji” have no native population, or only a small one (United States, Canada, Australia, and UK).



(Screenshot taken Jan 2nd, 2018 from <https://trends.google.com>)

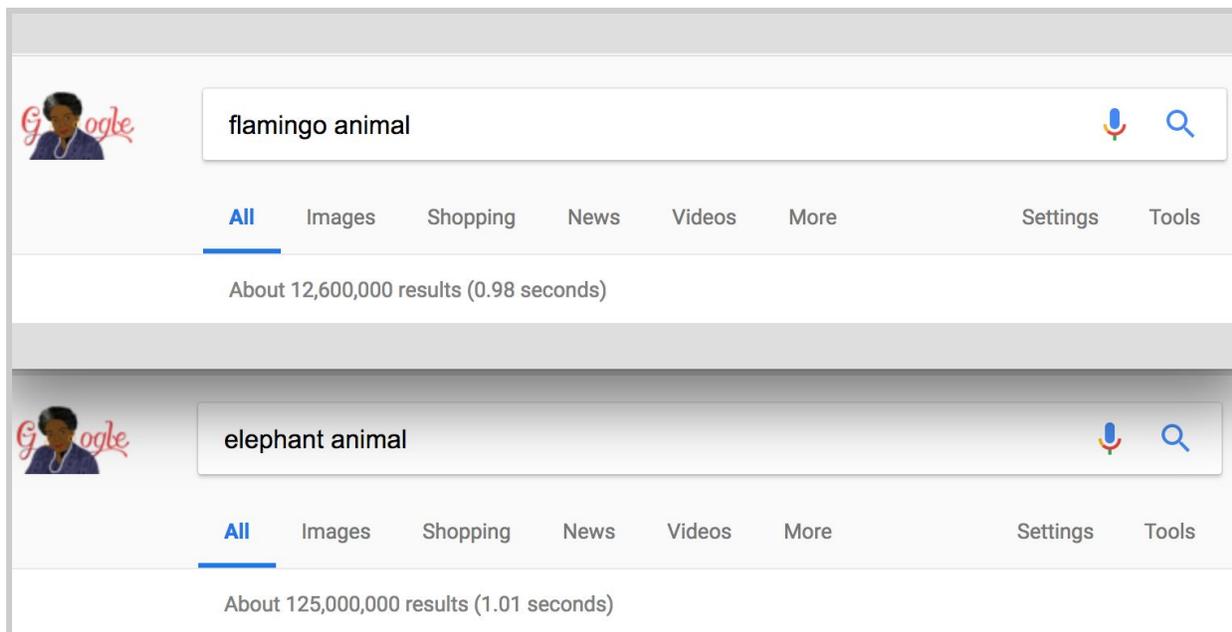
Organic usage of the FLAMINGO emoji is anticipated in the tropical and subtropical regions with native flamingo populations, shown here.



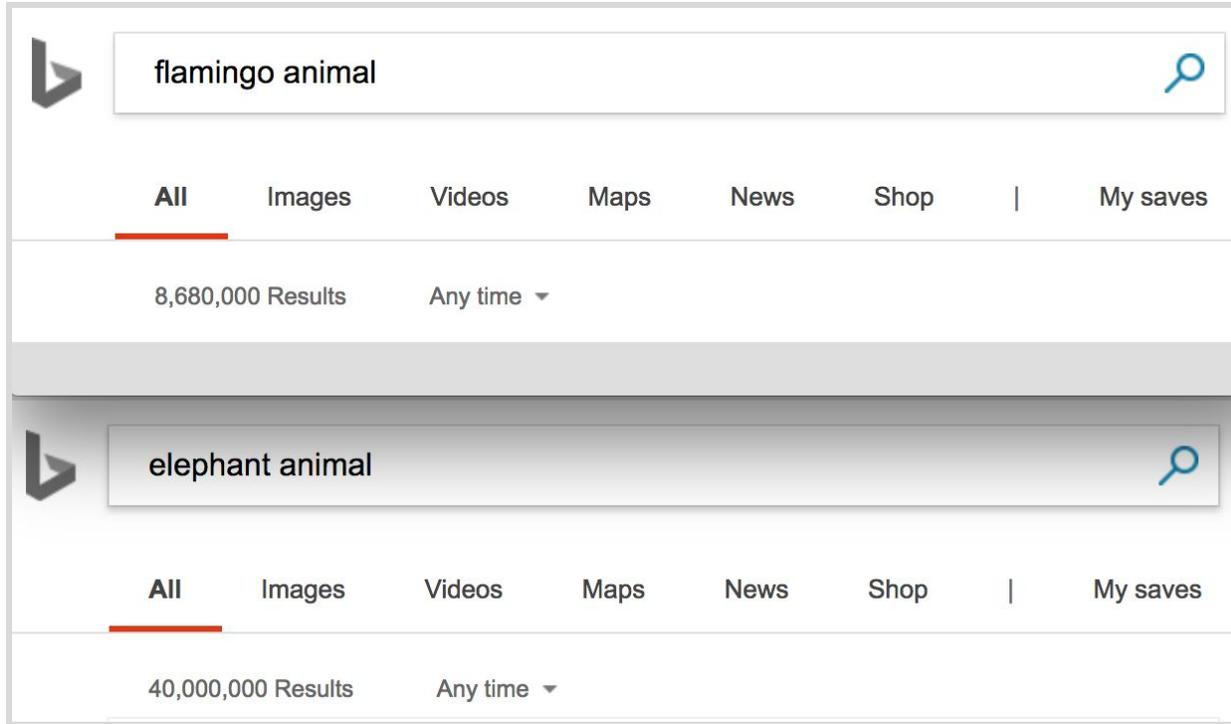
(Screenshot taken Jan 7th, 2018 from https://en.wikipedia.org/wiki/Flamingo#/media/File:Flamingo_range.png)

Search results

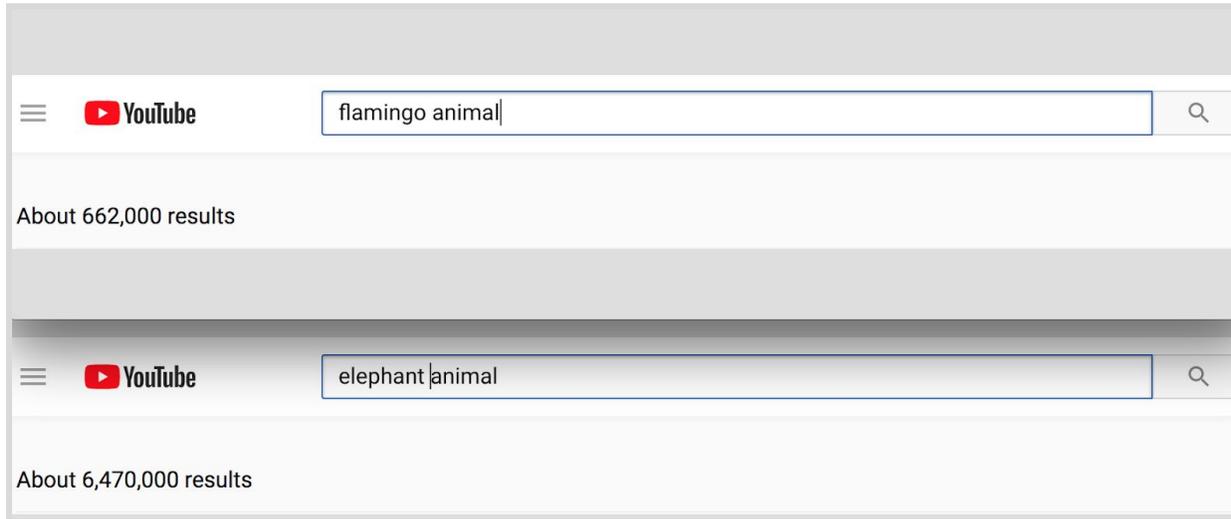
When comparing the popularity of flamingo (animal) and elephant (animal) in popular search engines (Google, Bing, and YouTube), flamingo did yield less results. However, the results that were yielded were a significant amount.



(screenshot taken april 3rd, 2018)



(screenshot taken april 3rd, 2018)



(screenshot taken april 3rd, 2018)

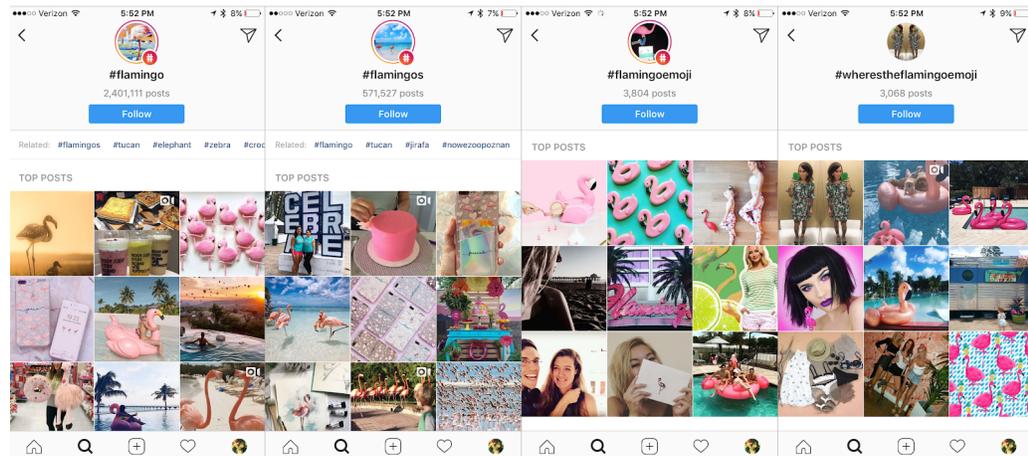
Instagram

Hashtag posts on Instagram

#wherestheflamingoemoji - 3,068

#flamingoemoji - 3,804

#flamingo - 2,401,111
#flamingos - 571,527



(screenshots taken jan 13th, 2018)

2. Multiple usages

- Pink
- Feminine
- Party
- Fun
- Fabulous
- Elegant
- Unique
- Kitsch
- Retro
- Mid-Century Modern
- Vacation
- Tropical
- Paradise
- Summer
- Warm weather
- Antithesis of cold weather

3. Use in sequences

Example usage with other emoji:



Palm Springs vacation



Pretty in Pink



Outfit of the day



"Be a flamingo in a flock of pigeons" (slang)



"What the flock?!?!!" (slang)



On vacation



Tropical vibes



Popular zoo creatures

3. Breaking new ground

The FLAMINGO emoji would provide an excellent stand-alone option for anyone wishing to express a message with upbeat, fun, party, or vacation connotations.

C. Image distinctiveness

Color and shape of body: very few birds are as characteristically pink as the flamingo⁷. Flamingos have strong image distinctness that is rooted in their vibrant color, unique shape, and one-footed stance.

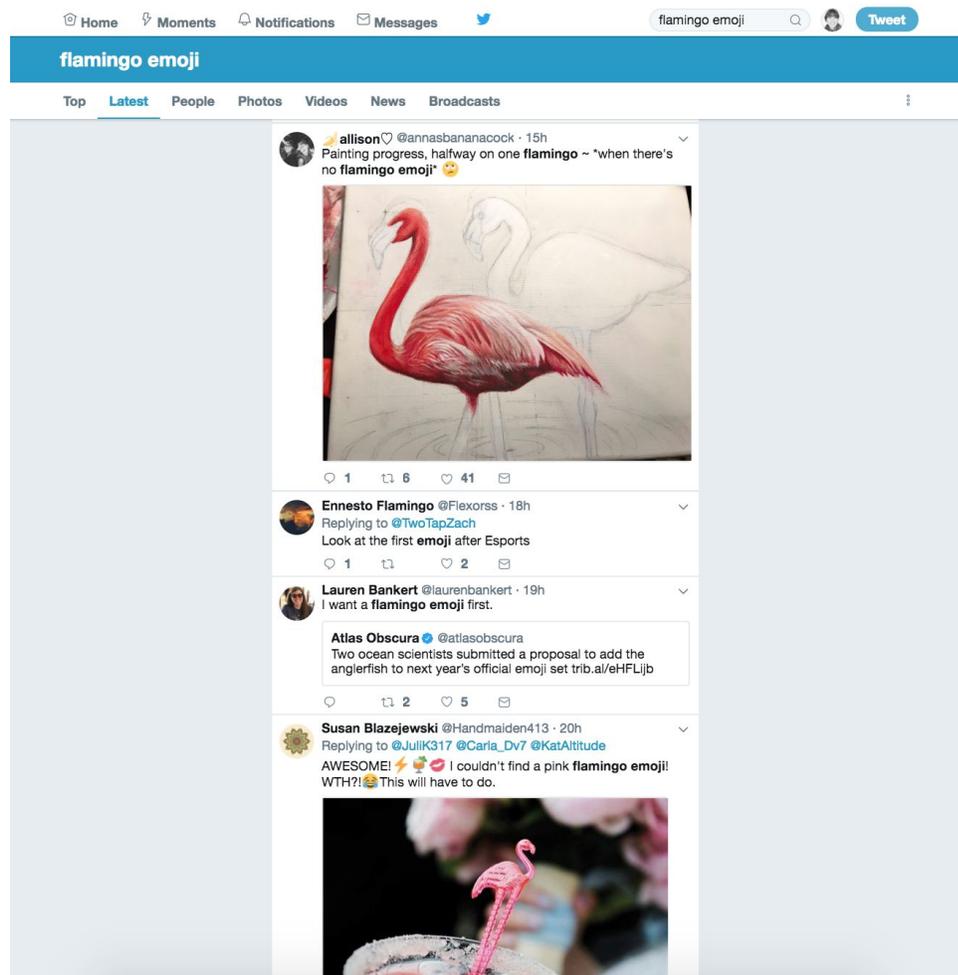
D. Completeness

The FLAMINGO emoji would continue to build out the visual vocabulary used for upbeat social situations, like parties and vacations. In addition, the FLAMINGO emoji can compensate for the lack of tropical animal species in the current emoji standard.

E. Frequently requested

⁷ http://www.whatbird.com/browse/objs/All/birds_na_147/110/Color/2067/Pink

1. Sample search for “flamingo emoji” on Twitter

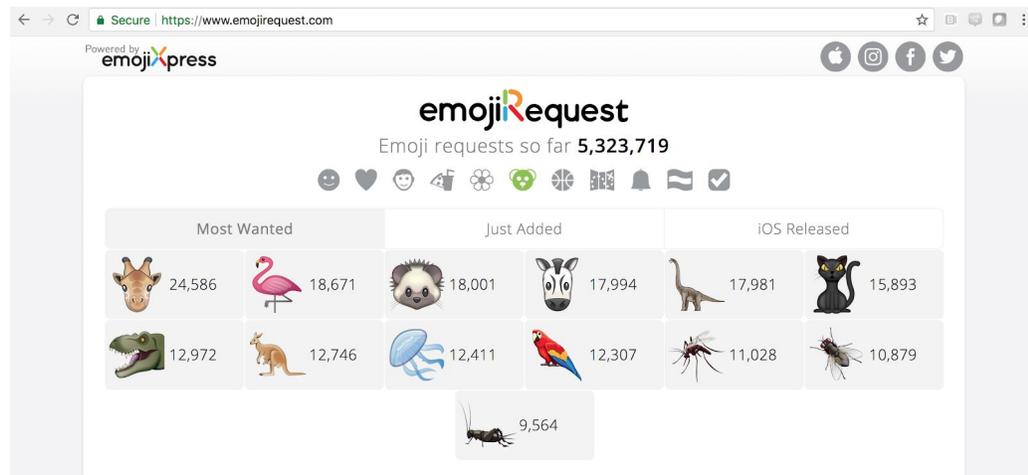


(screenshots taken jan 19th, 2018)

2. Emojirequest.com

Currently 2nd highest of all requests. Total FLAMINGO requests 18,671 (as of Jan 7th, 2018)⁸

⁸ <https://www.emojirequest.com/r/FlamingoEmoji>



(screenshot taken Jan 7th, 2018)

3. Emojipedia.org Top Emoji Requests 2017 - Nature and Animals

<https://blog.emojipedia.org/top-emoji-requests-2017/>

4. Change.org requests

Organizer, Matt Crump

<https://www.change.org/p/unicode-consortium-add-the-flamingo-emoji>

Started 2015 - 500 supporters

Organizer, Alexi Richardson

<https://www.change.org/p/apple-flamingo-emoji>

Started 2016 - 200 supporters

Organizer, Kelly Keyes

<https://www.change.org/p/apple-add-a-flamingo-emoji>

Started 2016 - 54 supporters

6. Selection Factors — Exclusion

F. Overly specific

Although flamingos have a visually distinct shape and color combination, the FLAMINGO emoji is not overly specific. Flamingos have a variety of popular interpretations and associations beyond their literal meaning (see section 5.B.2 - Multiple Usages).

G. Open-ended

Although flamingos do have a variety of interpretations, the FLAMINGO emoji's distinct shape/stance and iconic cultural references allow for it to not be an open-ended addition to the current emoji standard.

H. Already representable

Although there are other birds in the emoji standard, flamingos are visually distinct. Their visual distinctiveness is an essential factor to the messages that flamingos are often called upon to convey. No other birds or sequences could convey the same meaning.

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

The FLAMINGO emoji does not contain any reference to specific logos, brands, UI icons, signage, specific people, or deities.

J. Transient

Flamingos enjoy a long history of representation in artwork, textiles, and pop culture in many regions of the world.

K. Faulty comparison

This proposal submits for the inclusion of the FLAMINGO emoji on its own individual merit, and without reference to any justified need based on the inclusion of other emoji.

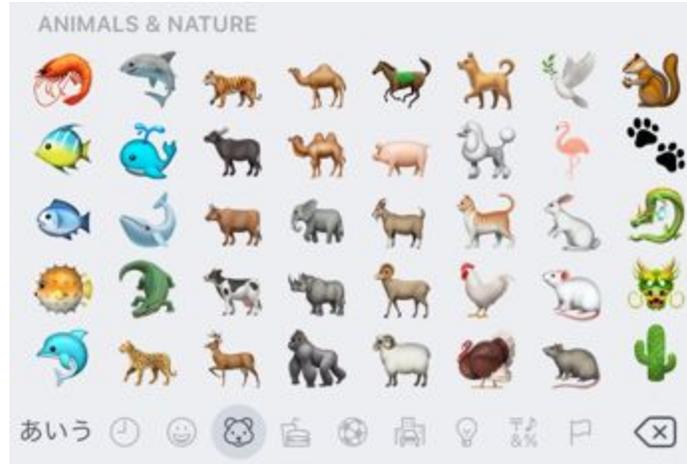
7. Sort location

A. Category

Nature and animal

B. Emoji it should come after in that category

Placement after DOVE emoji



About the Author

Megan O'Neill (hellomegan.com) is the Lead Product Designer on PayPal's Next Generation Commerce team. She is also credited as co-author of the RECEIPT emoji proposal. She was inspired to write this proposal by her daughter, who really, really loves flamingos.

