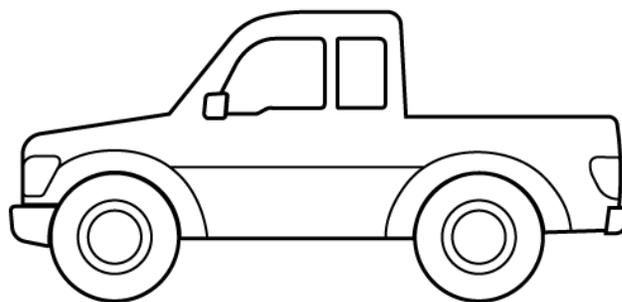
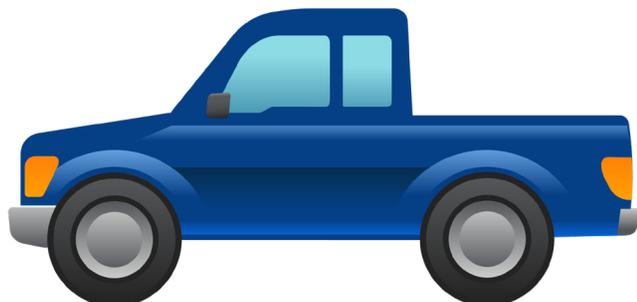


## PROPOSAL FOR NEW EMOJI

# PICKUP TRUCK



**TO** Unicode Consortium

**FROM** Nathan Maggio

**DATE** May 15th, 2018

## INTRODUCTION

This following proposal is a request for the pickup truck emoji to be added as a standard Unicode emoji character. This is a long-overdue inclusion to the travel category emojis. Pickup trucks are everywhere: hauling hay through the streets of Hanoi or towing timber in downtown Detroit. You can find pickup trucks in every country on Earth — they help hardworking humans get the job done. It is time for our global visual language to get *a little bit tougher*, with a brand new pickup truck emoji.

## IDENTIFICATION

CLDR SHORT NAME

Pickup truck

CLDR KEYWORDS

pickup, pick-up, truck

# SELECTION FACTORS – INCLUSION

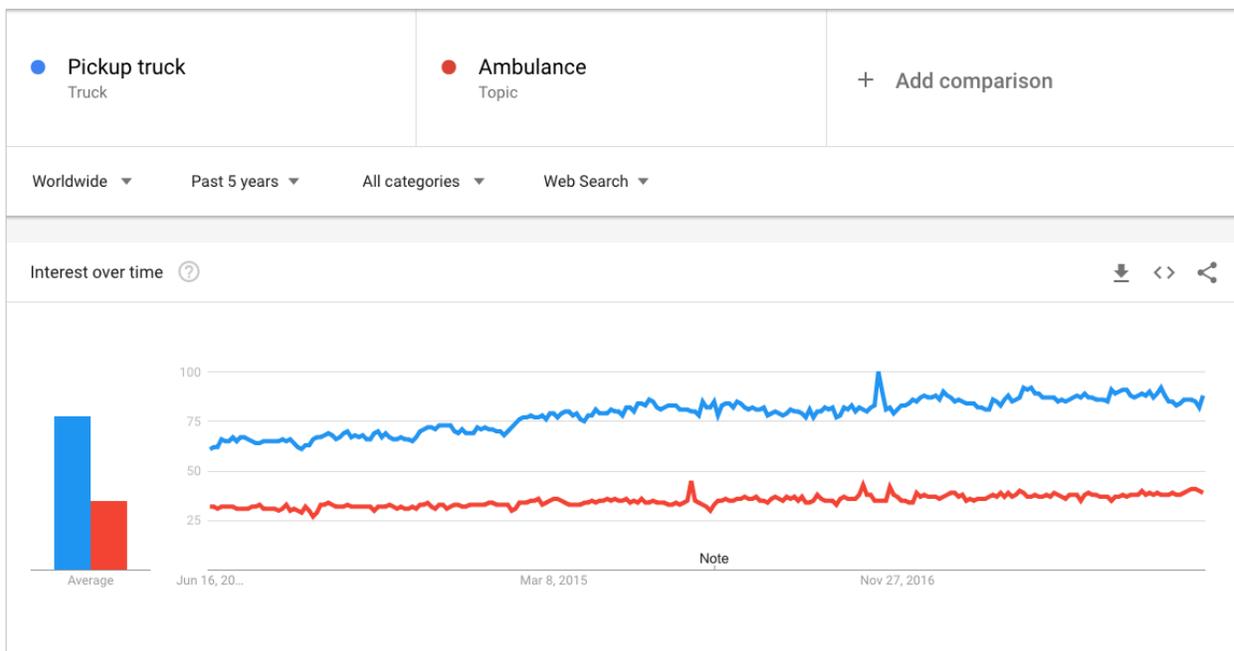
## Compatibility

We do not know of any pickup truck image in use on any major platforms at this time. While there do seem to be some “truck driver” stickers available for purchase on the app Line, we are confident that there is no widespread and standardized pickup truck emoji across any of the major platforms (Apple, Google, Whatsapp).

## Expected usage level

### FREQUENCY

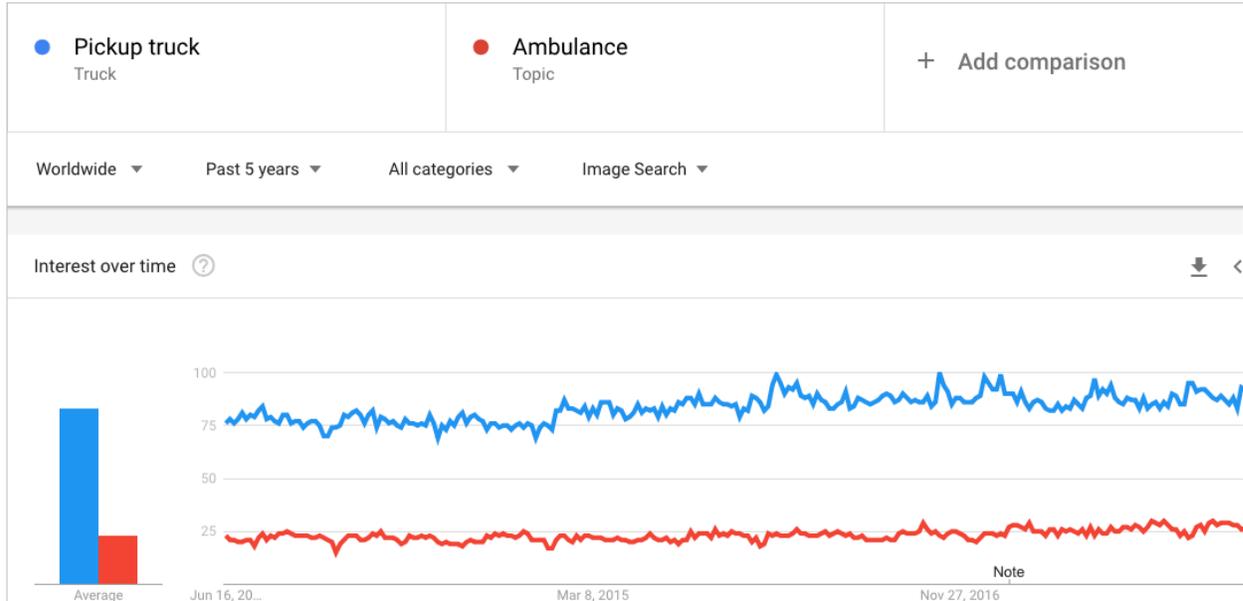
As recommended in the proposal guide, a useful reference for transport emoji is the “ambulance” emoji (🚑) - which the Unicode Consortium has stated to have “median popularity”.<sup>1</sup> The below chart shows that in the past five years, global search volume for the topic “pickup truck” has been over twice that of the topic of “ambulance”. Additionally, the past five years have seen a steady increase in the search volume for “pickup truck”, while search volume for “ambulance” has remained flat.<sup>2</sup>



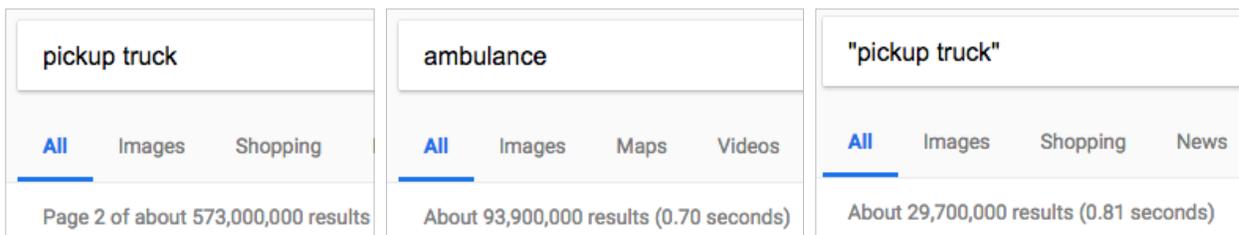
<sup>1</sup> <http://unicode.org/emoji/selecion.html#frequency-evidence>

<sup>2</sup> <https://trends.google.com/trends/explore?date=today%205-y&q=%2Fm%2F0cvq3,%2Fm%2F012n7d>

The difference is even more stark when looking just at Google Image search volume, with image searches for “pickup truck” at three times the volume of “ambulance”.<sup>3</sup>



As an additional point of comparison, the number of Google search results for *pickup truck* (573MM) is over six times that of *ambulance* (94MM).<sup>4,5</sup> Searching for the exact phrase “*pickup truck*” reduces the volume of search results down to 30MM.<sup>6</sup>



The ‘true’ number of search results for people looking up pickup trucks lies between these 30MM and 573MM values. There is likely to be a considerable number of search results that relate to pickup trucks that don’t contain the exact two word phrase “pickup truck”. Similarly there are likely to be few search results that contain both the words “pickup” and “truck” that don’t relate to the topic of pickup trucks.

Bing returns 18.5MM results for pickup truck and 29.6MM results for ambulance.<sup>7,8</sup> Interestingly, the search volume for the exact phrase “pickup truck” is 25.7MM, more than *pickup truck*.<sup>9</sup> There seems to be significant confusion online on how to search for exact phrases on Bing, with no apparent solution.

<sup>3</sup> <https://trends.google.com/trends/explore?date=today%205-v&gprop=images&q=%2Fm%2F0cvq3,%2Fm%2F012n7d>

<sup>4</sup> <https://www.google.com/search?q=pickup+truck>

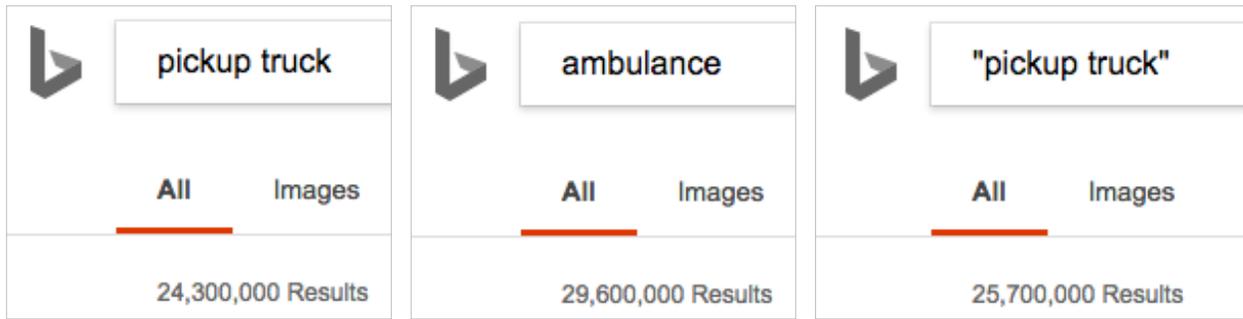
<sup>5</sup> <https://www.google.com/search?q=ambulance>

<sup>6</sup> <https://www.google.com/search?ei=v9szW6qhHunajwT6nLDACw&q=%22pickup+truck%22&oq=%22pickup+truck%22>

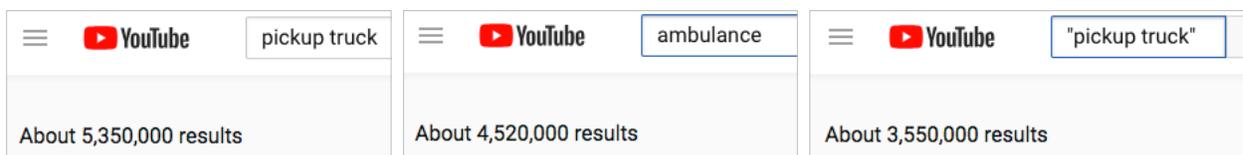
<sup>7</sup> <https://www.bing.com/search?q=pickup+truck>

<sup>8</sup> <https://www.bing.com/search?q=ambulance>

<sup>9</sup> <https://www.bing.com/search?q=%22pickup%20truck%22>

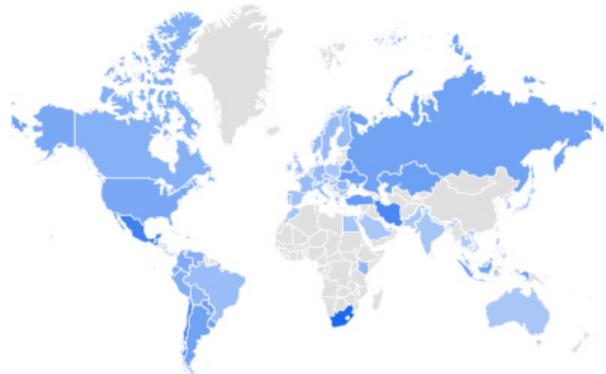


The passion that people show for their pickups is clearly apparent in the number of videos featuring pickup trucks on YouTube. A YouTube search for *pickup truck* returns 5.3MM videos, 16% more than the number for ambulance.<sup>10,11</sup> A search for *"pickup truck"* returns 3.6MM videos.<sup>12</sup>



Search volume for the topic of pickup truck is also global, with significant volume outside of the United States of America.<sup>13</sup>

According to FactsWeek, "America's love affair with the pickup truck only became more passionate in 2017" and "pickup trucks now account for 16.4 percent of U.S. auto sales".<sup>14</sup> In fact, according to a recent study, the big three pickup manufacturers (Ford, GM, and Ram Trucks) sell an average of 6,500 trucks every day in the U.S. That's 270 per hour.<sup>15</sup>



Pickup trucks are playing an increasingly important role in the global automotive market as well. Consequently, the usage of the pickup truck emoji would likely extend far beyond native English speakers. In December 2017, pickup truck sales reached an all-time high, with the Chinese market accounting for 8.0% of global sales.<sup>16</sup> In China, the pickup truck has become a status symbol, particularly since U.S. manufacturers began exporting pickups there in 2016.<sup>17,18</sup>

<sup>10</sup> [https://www.youtube.com/results?search\\_query=pickup+truck](https://www.youtube.com/results?search_query=pickup+truck)

<sup>11</sup> [https://www.youtube.com/results?search\\_query=ambulance](https://www.youtube.com/results?search_query=ambulance)

<sup>12</sup> [https://www.youtube.com/results?search\\_query=%22pickup+truck%22](https://www.youtube.com/results?search_query=%22pickup+truck%22)

<sup>13</sup> <https://trends.google.com/trends/explore?date=today%205-y&q=%2Fm%2F0cvq3>

<sup>14</sup> <https://www.trucks.com/2018/01/04/2017-pickup-trucks-auto-sales/>

<sup>15</sup> <http://www.thedrive.com/new-cars/11278/6500-new-pickup-trucks-are-sold-every-day-in-america>

<sup>16</sup> <https://focus2move.com/world-best-selling-pick-up/>

<sup>17</sup> <https://carbuzz.com/news/here-s-why-pickup-trucks-are-status-symbols-in-china>

<sup>18</sup> <https://www.forbes.com/sites/michaeldunne/2016/11/25/pickup-trucks-are-suddenly-hot-in-china-and-detroit-is-set-to-cash-in-no-not-fake-news/#5d1a6400148f>

Over the past five years, global search volume for “camioneta” (the most appropriate Spanish translation for “pickup truck”) has been increasing, providing further evidence that the usage of the pickup truck emoji would extend far beyond the English-speaking world.<sup>19</sup> The search volume for “camioneta” is highest in Latin America, specifically Chile, Mexico, Uruguay, Paraguay and Argentina. This corresponds to the growing and vibrant pickup truck culture in South America.<sup>20</sup>

As the global market for pickup trucks increases, so too does the appetite for a pickup emoji.

## MULTIPLE USAGES

The pickup truck emoji can be used in multiple ways. It can be used as a symbol for hard work, as in “Keep truckin’” or for an enthusiastic replacement in “Truck yeah!” There are many commonly used English idioms such as “fall off the back of a truck” or “I don’t truck with that,” that could be enlivened by the use of a pickup truck emoji.

## USE IN SEQUENCES

There are currently many emojis that could be used in conjunction with the proposed pickup truck emoji. For example, the farmer, construction worker, or snowboarder would be a natural fit, as these represent individuals who would likely need a real pickup truck in their lives. You could also combine emojis to represent new ideas, as in an ice cream cone and a pickup truck to symbolize an ice cream truck. Or a wastebasket emoji plus a pickup truck to symbolize a garbage truck. There are endless combinations that could create new concepts and ideas in a visual fashion.

## BREAKING NEW GROUND

A pickup truck is completely new to the current emoji lineup. It has distinct functionality from a car or SUV, and a completely different usage than a lorry, ambulance, fire engine or delivery truck. Visually it is absolutely distinct, but its function, audience, and larger associations have so far been unrepresented in the emoji dictionary.

## Image distinctiveness

The pickup truck emoji proposed above is visually and functionally distinct from all currently existing emojis. While it shares some characteristics with existing emojis (wheels, a cab, headlights, etc.) its distinctive long, flat truck bed is easily recognizable, even at small shapes.

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<sup>19</sup> <https://trends.google.com/trends/explore?date=today%205-y&q=camioneta>

<sup>20</sup> <https://jalopnik.com/why-south-american-truck-culture-just-might-be-better-t-1682370357>

## Completeness

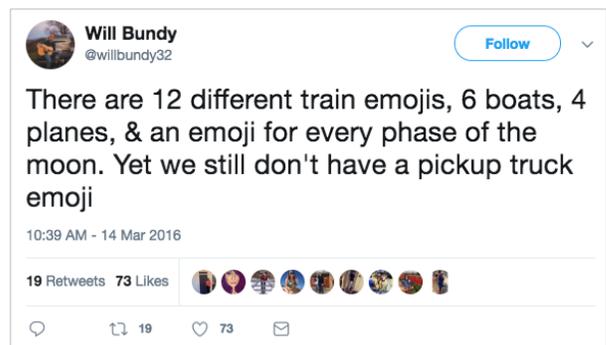
The pickup truck emoji would be an important addition towards completing the emoji vehicle collection — and also towards representing the vehicles that a large and growing number of people choose to drive every day.

## Frequently requested

Dwayne “The Rock” Johnson, frequently cited as the most influential celebrity on social media as well as the most popular actor on social media, has Tweeted at least six times specifically asking for a pickup truck emoji.<sup>21, 22, 23, 24, 25, 26, 27, 28</sup> For example:



Requests for the pickup truck emoji on social media don't just stop at Dwayne “The Rock” Johnson, with frequent requests on Twitter, Facebook and Instagram.<sup>29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39</sup>



<sup>21</sup> <https://www.usmagazine.com/celebrity-news/pictures/the-most-influential-celebrities-on-social-media/dwayne-johnson/>

<sup>22</sup> <https://www.hollywoodreporter.com/lists/dwayne-johnson-reclaims-no-1-spot-top-actors-chart-1081382>

<sup>23</sup> <https://twitter.com/therock/status/684377855409713152>

<sup>24</sup> <https://twitter.com/TheRock/status/703250982931734528>

<sup>25</sup> <https://twitter.com/TheRock/status/706802656283590656>

<sup>26</sup> <https://twitter.com/TheRock/status/707193496579530752>

<sup>27</sup> <https://twitter.com/TheRock/status/715889553970761728>

<sup>28</sup> <https://twitter.com/therock/status/737584984915988482>

<sup>29</sup> <https://twitter.com/AJJtheBand/status/848347975822843904>

<sup>30</sup> <https://twitter.com/willbundy32/status/709388466891702272>

<sup>31</sup> <https://twitter.com/zfnbl/status/887082598283059203>

<sup>32</sup> [https://twitter.com/Midwest\\_Andrew/status/924463231581659136](https://twitter.com/Midwest_Andrew/status/924463231581659136)

<sup>33</sup> <https://twitter.com/thedaveywavey/status/707721997279731712>



ryanstottle • Follow  
Lake Waubeeka Association

ryanstottle There seriously isn't a pickup truck emoji?? #dodgeram #trucks #explorect #explore #oldfashioned #iheartconnecticut

zachsnapz Awesome shot! 🍪

mountain\_cookie Oh I wuvs!!!! #passion



74 likes

OCTOBER 23, 2017

Log in to like or comment.



The pickup emoji has also been specifically requested in the NY Times.<sup>40</sup>

## SELECTION FACTORS — EXCLUSION

### Overly specific

A pickup truck emoji would not be overly specific, as it represents the vast number of makes, models, and types of pickup trucks made by many manufacturers around the world

### Open-ended

The pickup truck emoji is not open-ended, but represents a distinctive product that is currently missing from the emoji dictionary.

### Already representable

The usage, concept, and representations around existing vehicles cannot be transferred to a pickup truck. The associations of working class, hard work, and toughness are not currently associated with any of the vehicles that exist.

<sup>34</sup> <https://www.facebook.com/EmojiStatus/posts/360848590666246>

<sup>35</sup> <https://www.facebook.com/itisasouthernthing/posts/1756559337728013>

<sup>36</sup> <https://www.instagram.com/p/BanDZRkAJIt/>

<sup>37</sup> <https://www.instagram.com/p/BJ6Qy2xjj4a/>

<sup>38</sup> <https://www.instagram.com/p/BWdhD0mH81D/>

<sup>39</sup> <https://www.instagram.com/p/BfWCOZhnbaL/>

<sup>40</sup> <https://www.nytimes.com/2015/03/08/opinion/sunday/turn-emojis-red-white-and-blue.html>

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

The pickup truck emoji that we are submitting does not have any specific brand attributes, and is not associated with any specific people, deities, logos, or signage that exists. There are no copyright or religious issues that would prohibit it from becoming a part of the emoji dictionary.

## Transient

The pickup was one of the earliest mass-produced vehicles. In 2017, two of the world's largest pickup truck manufacturers, Chevrolet and Ford Motor Company, celebrated 100 years of making trucks.<sup>41, 42</sup> The continued success of this form of transportation, along with its steady growth in search volume over the past five years, provides strong evidence that interest in pickup trucks is not a passing fad and that the pickup truck emoji would see consistent long-term usage.

## Faulty comparison

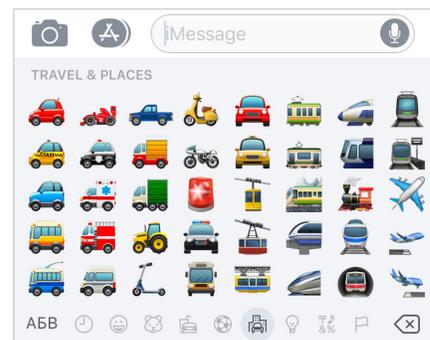
This emoji is completely distinct and represents an entire mode of transportation that is currently absent.

## Exact Images

This proposal does not require an exact image, but instead can be slightly varied based on platform, as needed.

## SORT LOCATION

1. Category: Travel & places -> transport-ground
2. *The emoji in that category that it should come after: sport utility vehicle.* The pickup truck fits perfectly between a large car (SUV), but before a delivery vehicle (18-wheeler).



transport-ground



<sup>41</sup> <http://www.chevytrucklegends.com/us/en/100-year-history-of-chevy-trucks.html>

<sup>42</sup> <https://media.ford.com/content/fordmedia/fna/us/en/news/2017/07/27/ford-celebrates-100-years-truck-history.html>