



*Credit: Rebecca Blaesing. Free for use in conjunction with this proposal*

**SUBMITTED 12/7/18, AND RESUBMITTED 12/23/18 BY:**

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**ABSTRACT:**

This proposal is to request the inclusion of a **piñata** emoji representing the decorated object made from various types of materials. Some are made of clay jar, paper, ribbons, paper mache, balloons, reeds, and carisso - and they are usually filled with treats and sweets. The piñata is traditionally suspended from a height and broken open by blindfolded individuals at parties and celebrations. The spellings “piñata” and the anglicization “pinata” are both used in this proposal.

## INTRODUCTION

The original and traditional piñata has seven points symbolizing the seven deadly sins: envy, sloth, gluttony, greed, lust, anger/wrath and pride. The ten-pointed piñata symbolizes the sins that come from breaking the ten commandments.

The stick which is used to break the piñata represents and symbolizes love. It is supposed to destroy the sins by hitting and breaking the piñata into pieces. The candies and treats that come pouring out from the broken piñata symbolize the forgiveness of sins and a new beginning. Originally, the piñatas were filled with candies, apples, pears, fruits, wrapped in paper. The candies were called colacions which were a flour-based, cooked candy with a seed in the middle such as from cilantro, anise, or mustard. Now, piñatas are filled with various types of candies — not just in Mexico, but across the world.

Piñatas today are most commonly associated with Mexican celebrations, but they have a global history dating back to Marco Polo’s discovery of them in China for their new year’s celebrations. He then took the idea back with him to Italy where they were integrated into celebrations for Lent<sup>1</sup>. The introduction of the piñata in Central America is somewhat debated, as some argue that it might have been a result of cultural diffusion over the land bridge between North America and Asia while others argue that it was an independent concept on its own.

Today piñatas are seen as a symbol of celebration that is understood in a global context in some form or another. They are a common staple at parties and other celebrations, where a piñata is typically hung from above while participants are blindfolded and then given a chance to hit the piñata to release treats and surprises. Piñatas are a strong component of pop culture today, and

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<sup>1</sup> <https://universaldomainexchange.com/vivacue2/history-of-the-piñata/>

are often the subject of various pop culture references, including modern day party-related references among the youth.

In April 2014, the piñata was ranked number three on a list of emojis Latinos are waiting for that was curated by Latina Magazine.<sup>2</sup> Popular depictions of the piñata include the beer piñata in the Miley Cyrus music video, "*We Can't Stop*". In 2010, Jennifer Garner can be seen hitting a piñata in the movie *Valentine's Day*. In 2013, Harry Potter actress, Emily Watson celebrated her 23rd birthday with 23 piñatas.

Most recently, the piñata was mentioned in several memes for the popular Netflix movie *Bird Box* and earlier this year, Kourtney Kardashian celebrated her 39th birthday and had specialty piñatas made in the likeness of her party guests. Google Doodle has also used the piñata to mark Google's 9th birthday in 2007 and in 2013 to celebrate their 15th birthday they created an interactive doodle, encouraging users to hit a swinging piñata with a stick using the spacebar to release sweets and earn points. The popular children's program *Dora The Explorer* featured the piñata in *The Big Piñata*, the 11th episode from Season 2.

Popular recording artist Cardi B sings, '*beat it up like pinatas*', in her hit single "I Like It", which has been viewed 774 million times on Youtube<sup>3</sup>

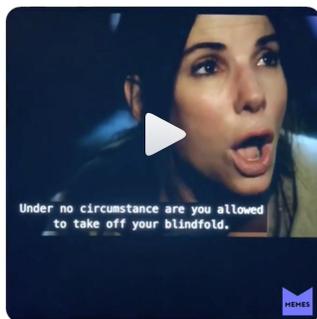
Me, 8 years old, trying to hear if they are secretly raising the piñata before I swing



11 year old me gettin ready to fuck up the piñata at my Hispanic friend's birthday party



Every Tia when you sign up for the Piñata at a Mexican party



*Viral Bird Box Netflix movie memes mentioning the piñata*

<sup>2</sup> <http://www.latina.com/our-issues/emojis-that-should-exist>

<sup>3</sup> <https://www.youtube.com/watch?v=xTINMmZKwPA>



*Miley Cyrus Music video: We Can't Stop*



*Kim Kardashian piñata at Kourtney Kardashian birthday celebration*



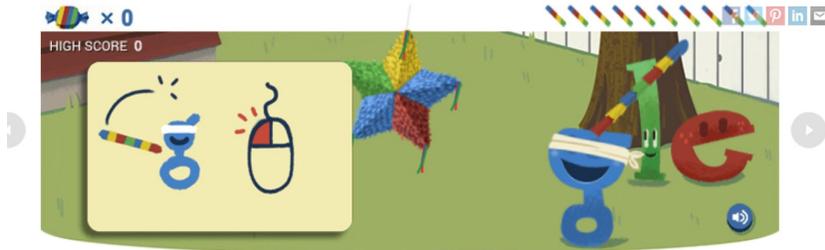
*Emma Watson celebrates her 23rd Birthday with 23 piñatas*



*Jennifer Garner hits a piñata in 2010 movie Valentine's Day*



*Google's 9th Birthday Doodle*



*Google's 15th Birthday Interactive Doodle*



*The Big Piñata: 11th episode of Dora the Explorer from Season 2.*



Cardi B, Bad Bunny & J Balvin - I Like It [Official Music Video]

774,233,101 views

5.6M 366K SHARE SAVE ...

*Cardi B 'I Like It' video: she sings 'beat it up like pinatas'*

The piñata resonates globally, and similar celebrations of hitting a hanging object can be seen across the world.



*Dahi-Handi in India*



*Uri adithal in South India*



*Hampas-palayok in the Philippines*



*đập nêu in Vietnam*

Controversially, the piñata has also been used to show disdain for political figures including President elect Donald Trump who has asked to build a wall across the US and Mexico border. Leftist candidate Andres Manuel Lopez Obrador, stated “Neither Mexico nor its people will be the piñata of any foreign government.”<sup>4</sup> In 2016, the popular band Guns N’ Roses invited fans onstage at the music festival Coachella to bash a Donald Trump piñata.

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<sup>4</sup><https://www.scmp.com/news/world/americas/article/2139905/were-not-his-piñata-mexicos-top-presidential-candidates-find>



*Guns N' Roses at Coachella*



*Chelsea Handler in Trump Mania & Kegel Exercises*

The **piñata** is a strong candidate for frequent use among emoji users and would add a lot to the conversations of people around the world and further expands cultural representation, making the selection more inclusive towards groups that are currently underrepresented in the emoji collection.

The **piñata** is recognised globally and should be represented in the Unicode emoji set.

## 1. NAMES

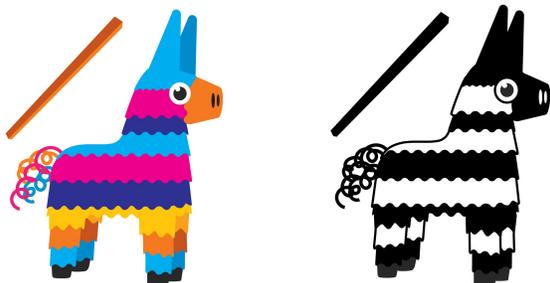
### 1A. CLDR Short Names

Recommended names: piñata

### 1B. CLDR Keywords

Recommended keyword: piñata | celebration | party

## 2. IMAGES



*Images created by Rebecca Blaesing. Free for use in conjunction with this proposal*

## 3. 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. There is no known similar emoji.

### B. EXPECTED USAGE LEVEL

#### i. Frequency

The expected usage of a **piñata** emoji is high as shown below:

- The Instagram hashtag counts for ‘piñata’ and ‘piñatas’ and ‘pinata’ as of the date of this proposal are shown below.

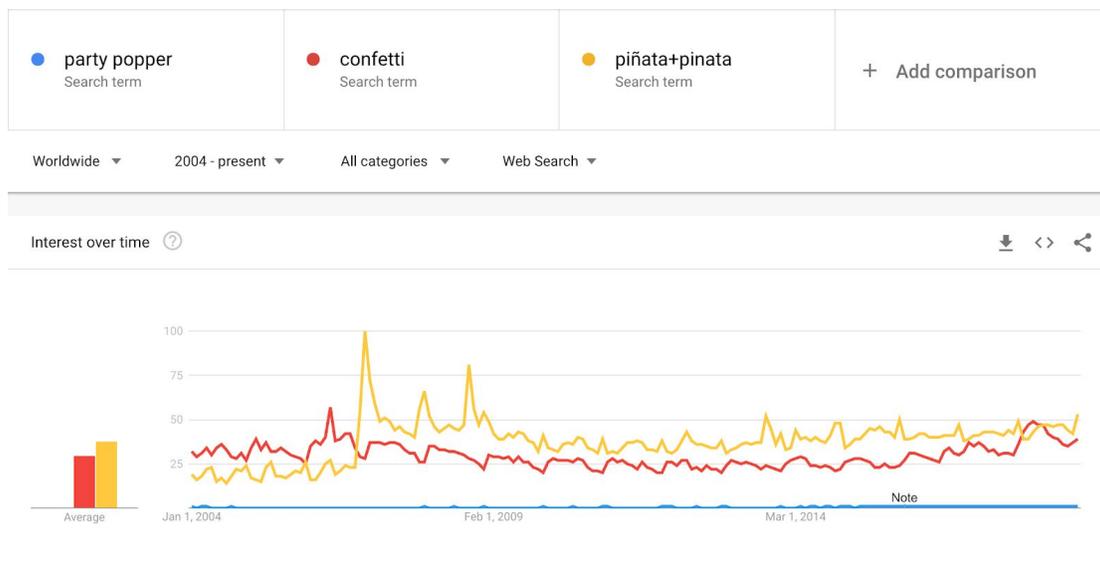
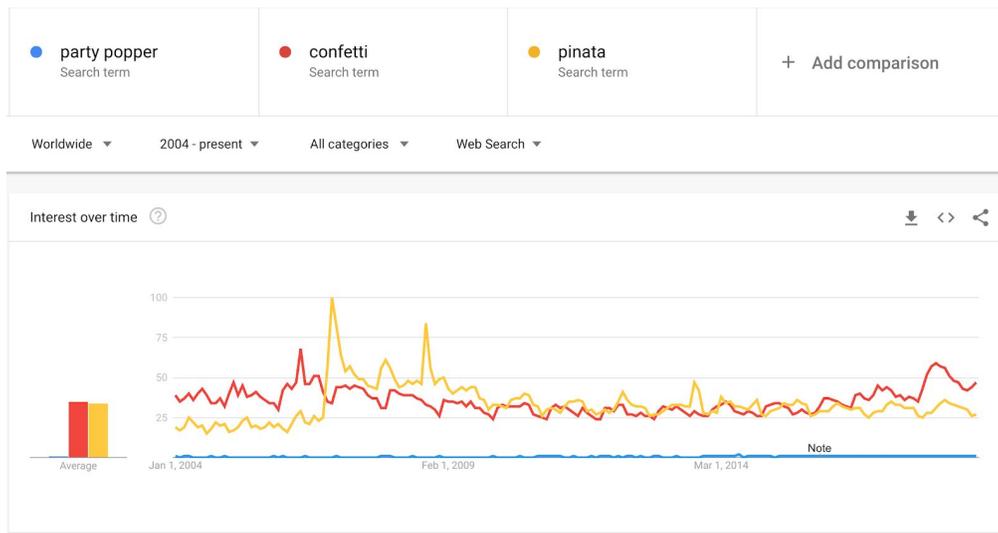
#piñata	616,762	<a href="https://www.instagram.com/explore/tags/pi%C3%B1ata/">https://www.instagram.com/explore/tags/pi%C3%B1ata/</a>
#piñatas	164,656	<a href="https://www.instagram.com/explore/tags/pi%C3%B1atas/">https://www.instagram.com/explore/tags/pi%C3%B1atas/</a>
#pinata	362,342	<a href="https://www.instagram.com/explore/tags/pinata/">https://www.instagram.com/explore/tags/pinata/</a>

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total	<b>1,112,161</b>
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- Usage of this emoji will be widespread and global as it is a common and immediately recognised object
- Piñatas are most closely identified with Mexico and other Latin American countries, whose combined 2018 population is approximately 650,000,000 people.

- One party-goods industry expert estimated that about 10 million piñatas are sold annually throughout the country.<sup>5</sup>
- As of 7 October 2018, a search for “piñata” on Google videos returns over 4 million results
- The extremely popular song *ROMPE LA PIÑATA* (break the pinata) has been viewed over 57 million times in just one video version on Youtube<sup>6</sup> and a further 34 million times in a second version of the video<sup>7</sup>
- The popular children's show Caillou featured a piñata episode which has been viewed over 1.7 million times on YouTube<sup>8</sup>
- A comparative search of “party popper” (blue) and “confetti” (red) and “pinata” (yellow) on Google trends shows a high interest for piñata.
- A comparative search of ‘piñata’ as a topic, piñata’ as a search term and ‘pinata’ without the tilde as a search term is also provided and shows high interest and better captures the semantics and associated variations for pinata.

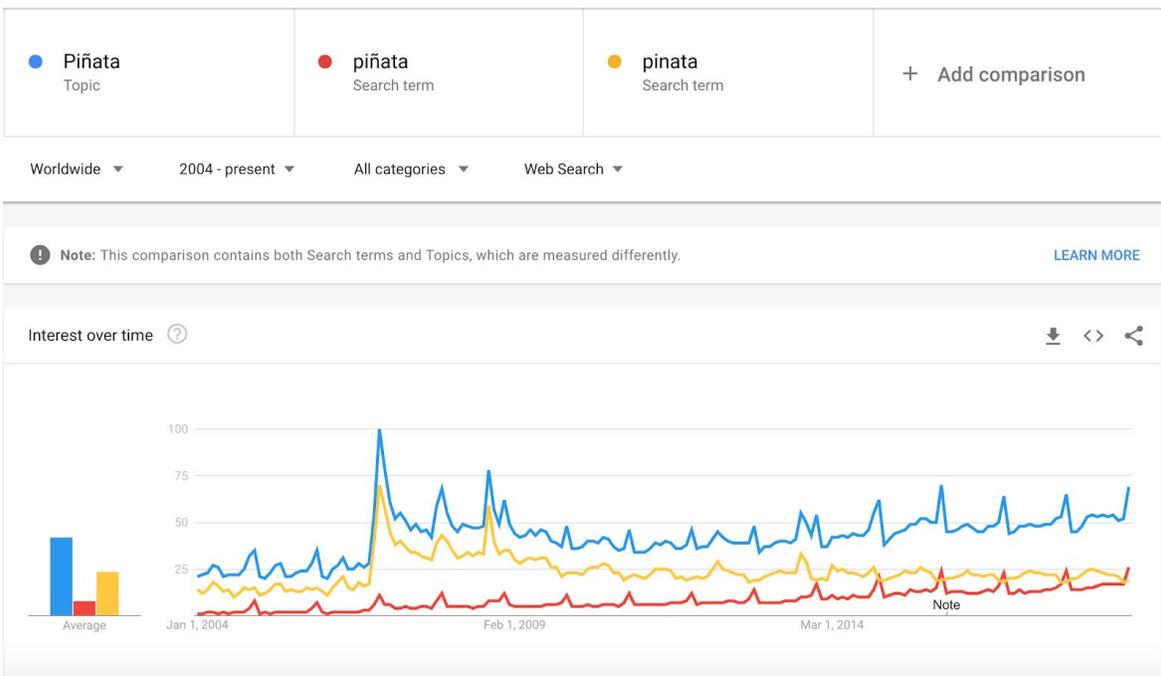


<sup>5</sup> <http://articles.latimes.com/2005/jun/19/local/me-piñata19>

<sup>6</sup> <https://www.youtube.com/watch?v=scm2dNzFBKM>

<sup>7</sup> <https://www.youtube.com/watch?v=dPhDW1yeN0c>

<sup>8</sup> <https://www.youtube.com/watch?v=7wYtMT-AkQQ&t=866s>

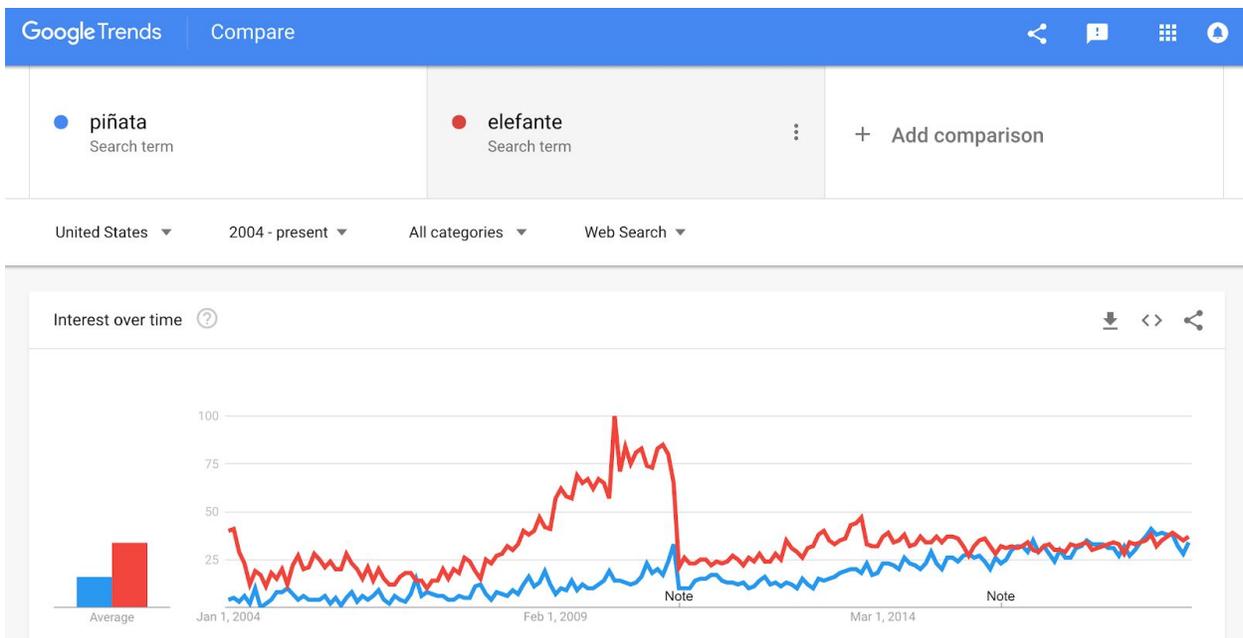


### Frequency Data:

- The emoji “elephant” was used as the median comparison as required in the proposal submission specifications. Google, YouTube, Bing and Wikipedia results are highlighted below. Since there would be a very high usage of the piñata emoji in Spanish-speaking countries, many of the searches were done using the Spanish translation, “elefante.”

Median Emoji: elephant/elefante

Google Trends: Web Search



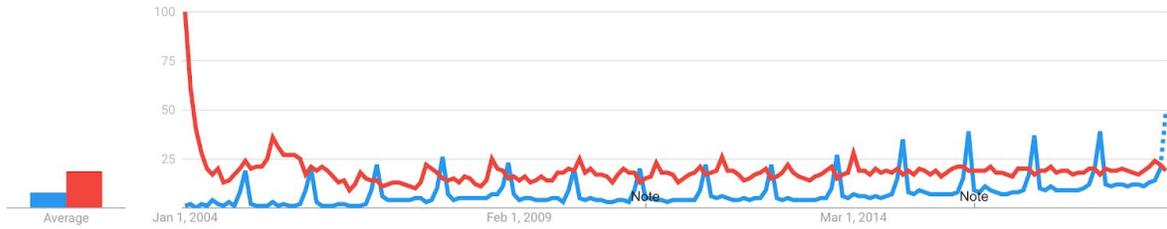
• piñata  
Search term

• elefante  
Search term

+ Add comparison

Mexico 2004 - present All categories Web Search

Interest over time



Compared breakdown by subregion

Subregion

• piñata • elefante

Sort: Interest for piñata



Color intensity represents percentage of searches [LEARN MORE](#)

1	Sinaloa	<div style="width: 100%;"><div style="width: 50%; background-color: blue;"></div><div style="width: 50%; background-color: red;"></div></div>
2	Nayarit	<div style="width: 100%;"><div style="width: 50%; background-color: blue;"></div><div style="width: 50%; background-color: red;"></div></div>
3	Sonora	<div style="width: 100%;"><div style="width: 50%; background-color: blue;"></div><div style="width: 50%; background-color: red;"></div></div>
4	Campeche	<div style="width: 100%;"><div style="width: 50%; background-color: blue;"></div><div style="width: 50%; background-color: red;"></div></div>
5	Tabasco	<div style="width: 100%;"><div style="width: 50%; background-color: blue;"></div><div style="width: 50%; background-color: red;"></div></div>

Showing 1-5 of 32 subregions

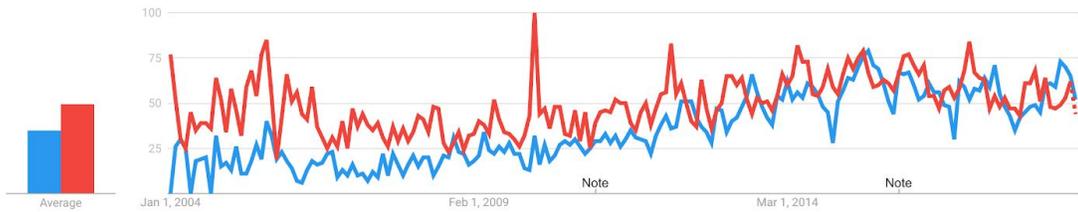
• piñata  
Search term

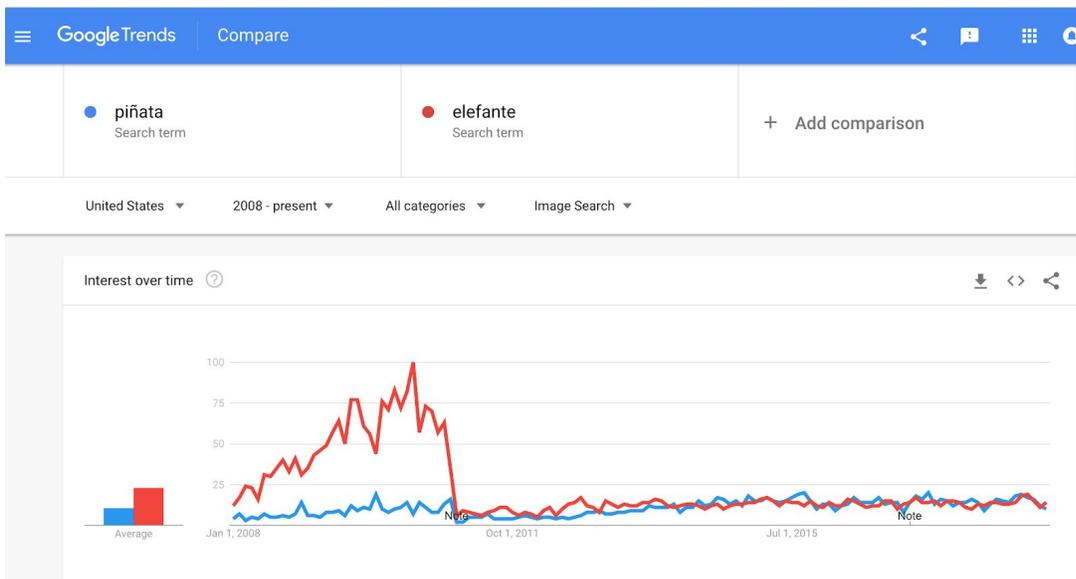
• elefante  
Search term

+ Add comparison

Venezuela 2004 - present All categories Web Search

Interest over time





Google Search: “piñata” and “elefante” and “elefante animal”

Search bar: piñata

Navigation: All (selected), Images, Shopping, Videos, Maps, More, Settings, Tools

About 70,600,000 results (0.48 seconds)

Search bar: elefante

Navigation: All (selected), Images, Videos, Shopping, Maps, More, Settings, Tools

About 146,000,000 results (0.63 seconds)

Search bar: elefante animal

Navigation: All (selected), Images, Shopping, Videos, News, More, Settings, Tools

About 65,400,000 results (0.54 seconds)

YouTube search results for ‘piñata’ and ‘elefante’



pinata site:https://www.youtube.com



All Shopping Images Videos News More Settings Tools

About 1,120,000 results (0.83 seconds)

elefante site:https://www.youtube.com



All Images Videos Shopping News More Settings Tools

About 3,820,000 results (0.56 seconds)

### Bing 'pinata,' 'piñata' and 'elefante' search results



pinata



All Images Videos Maps News Shopping | My saves

3,890,000 Results Date Language Region



piñata



All Images Videos Maps News Shopping | My saves

3,190,000 Results Any time



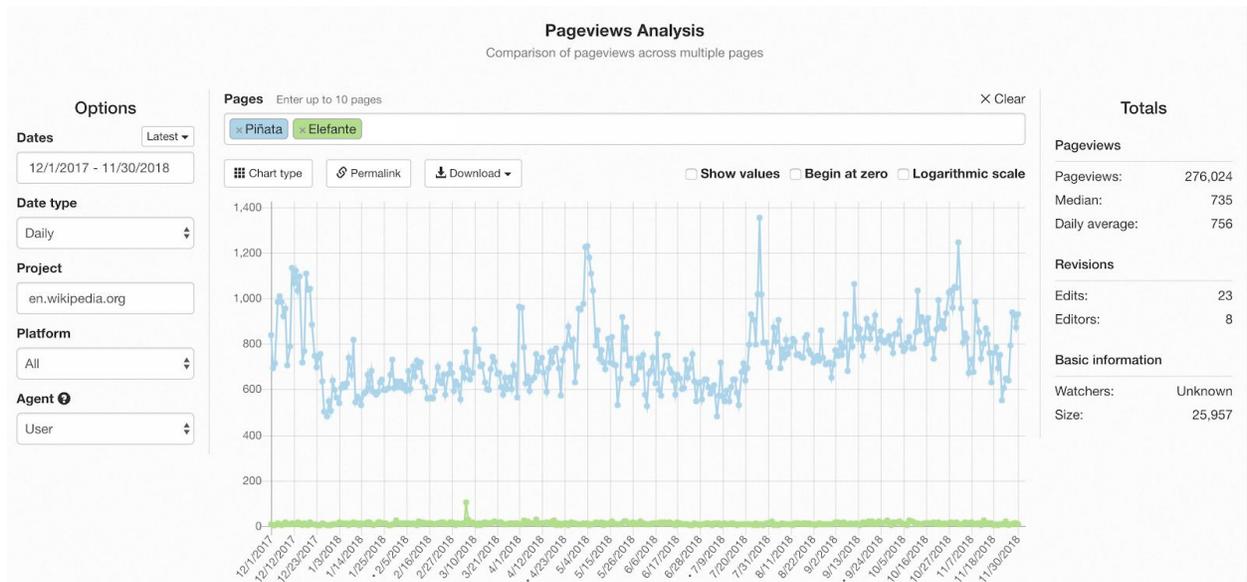
elefante



All Images Videos Maps News Shopping | My saves

10,900,000 Results Any time

## Wikipedia search results for 'piñata' and 'elefante'

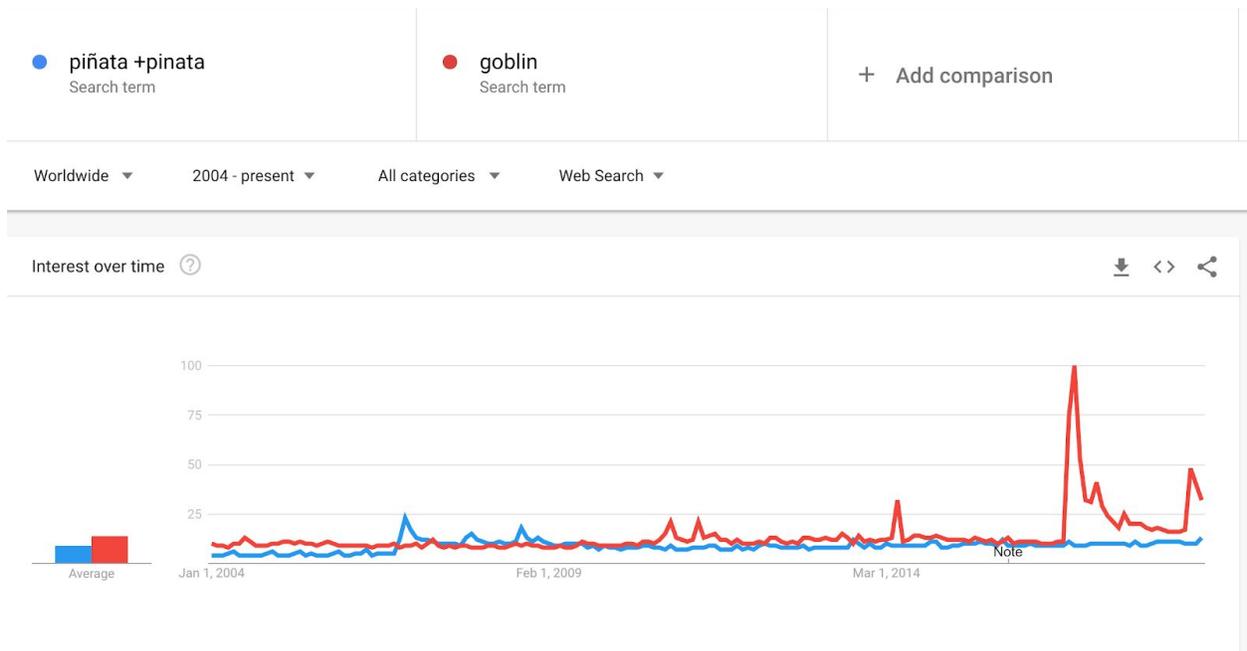


An additional search for piñata +pinata and “goblin” was completed to further highlight the popularity of the pinata. The search term “piñata +pinata”, was used to highlight the use and absence of the tilde in search results.

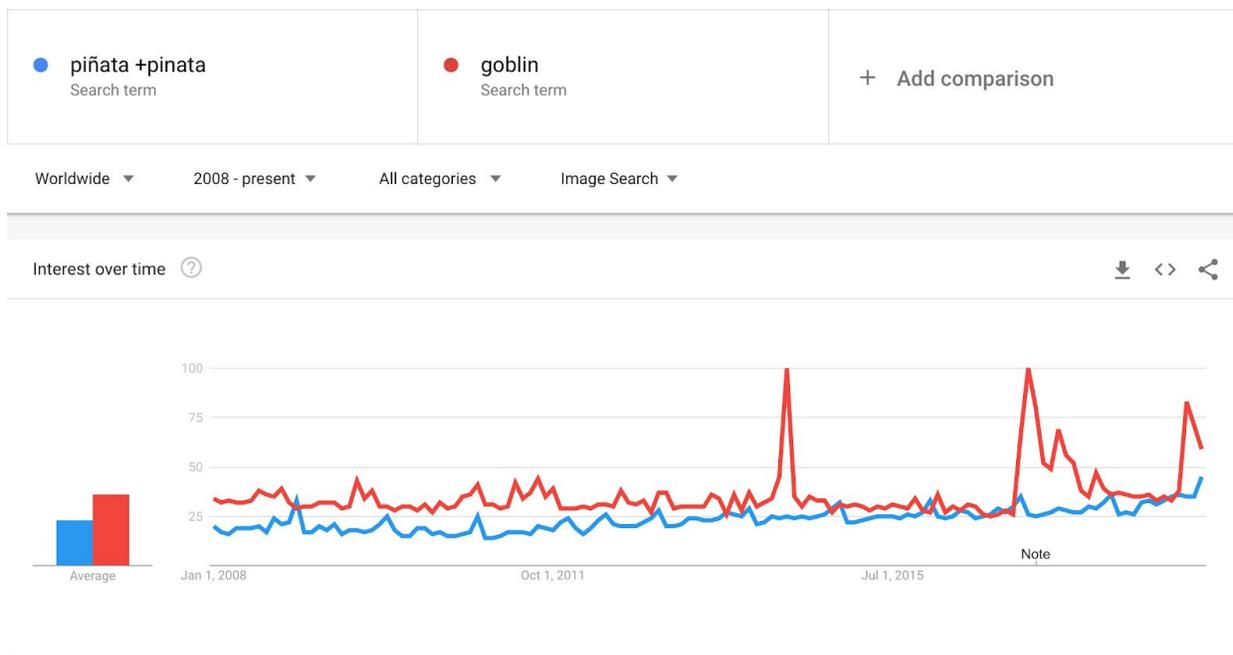
Google search results highlight comparable interest for pinata + piñata and goblin.

Median Emoji: goblin

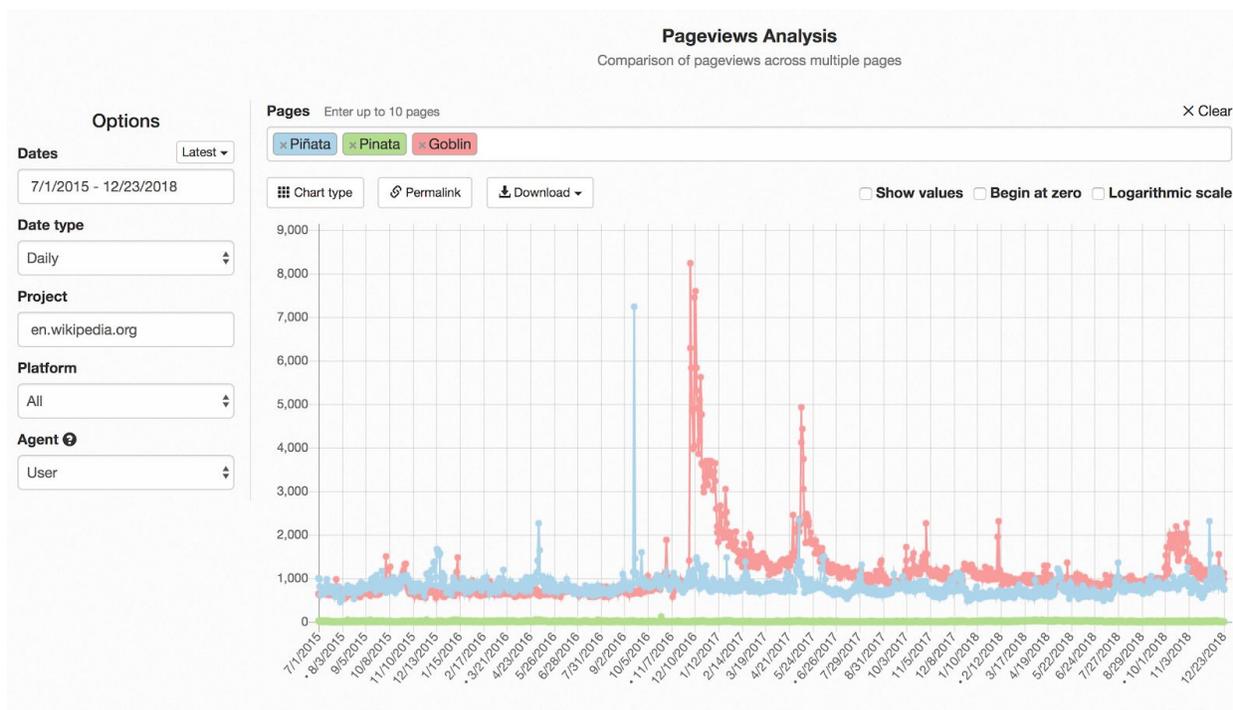
Google Trends: Web Search



# Google Trends: Image Search

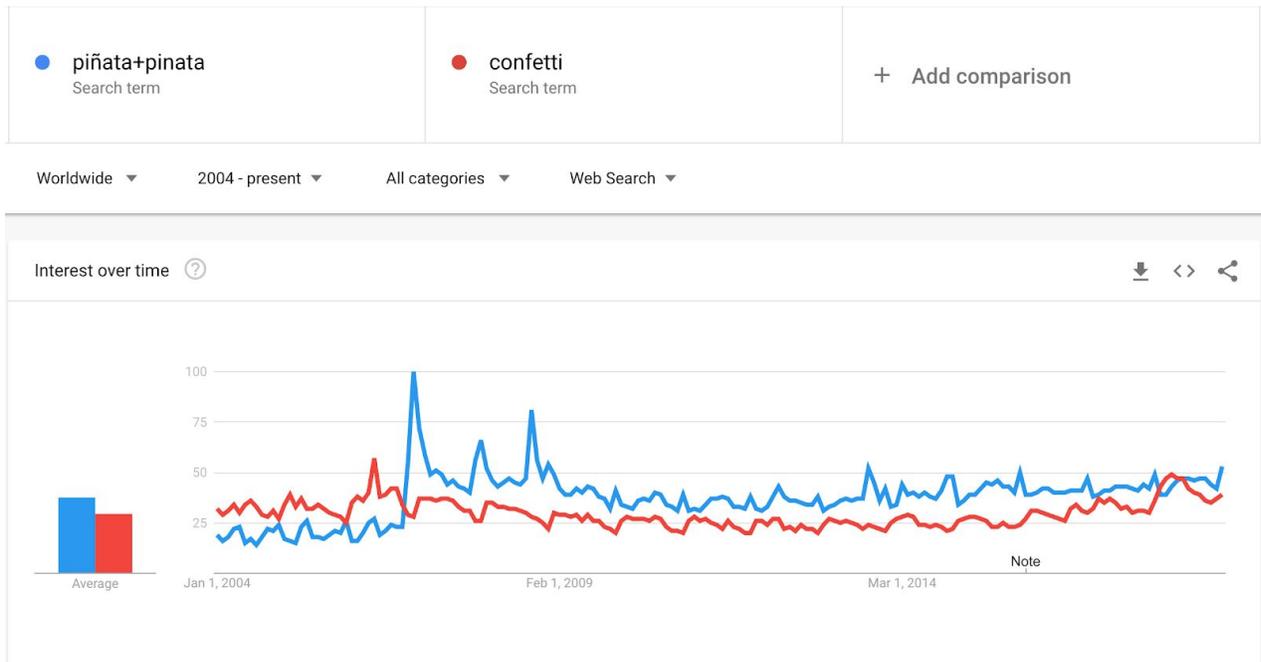
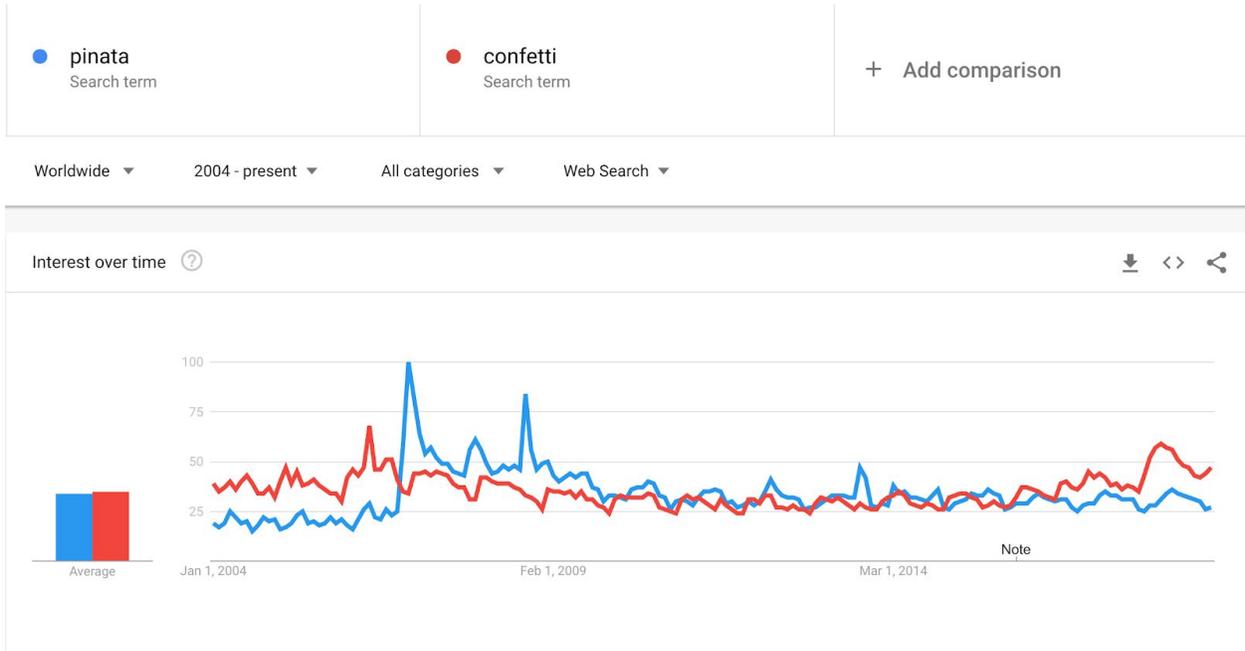


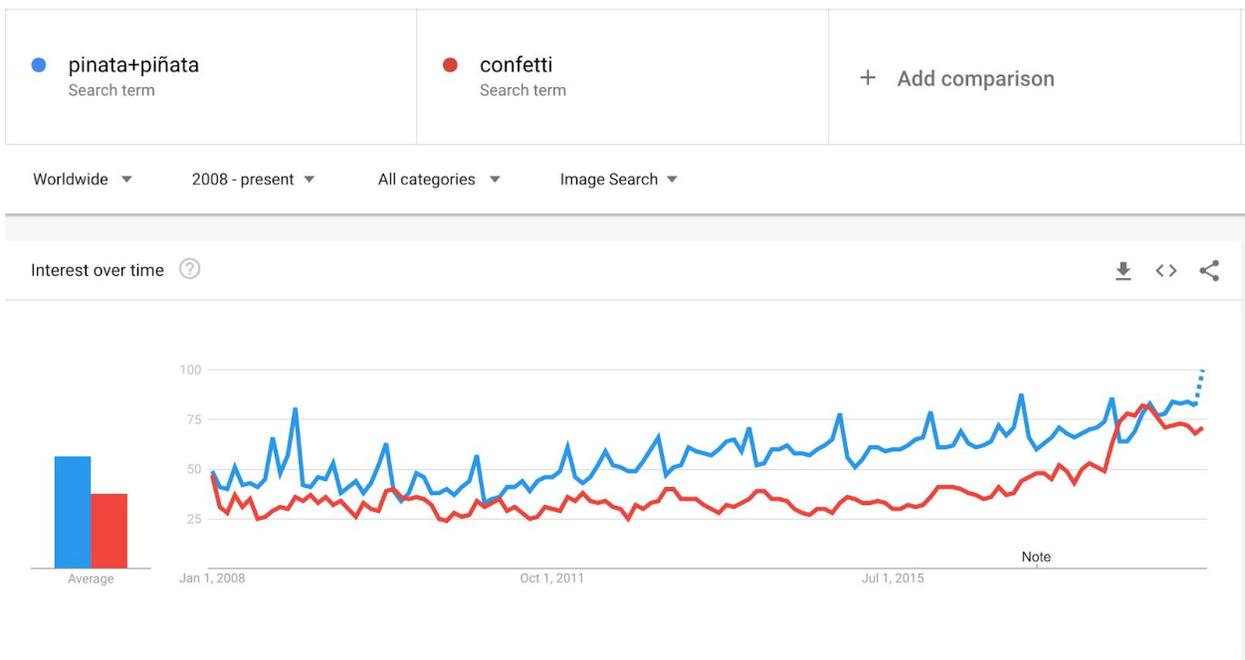
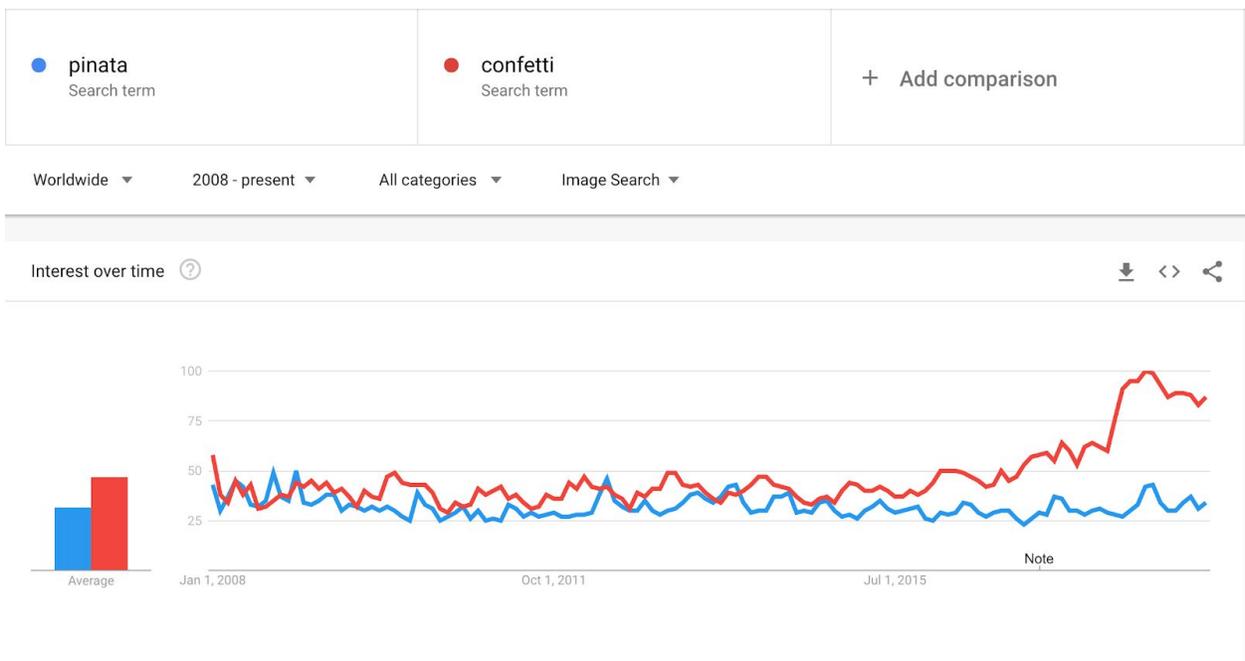
## Wikipedia Search: "piñata", "pinata" and "goblin"



The following final set of search results provides additional data as requested in the “Evidence of Frequency” section for submitting emoji proposals and all searches were completed in a private browser window. I have compared the terms ‘pinata’ AND ‘piñata’ for the proposed emoji and ‘confetti’ for the comparison existing emoji. The suggested examples from the sample Evidence of Frequency list do not fit the requirements for pinata, but ‘confetti’ is a closely aligned search term for the existing emoji and is more relevant to the proposed emoji.

- Google Trends web and image searches for “pinata” and “confetti” shows a high demand for the pinata





- Google, Bing, YouTube and Wikipedia search results for 'pinata', 'piñata' and 'confetti'

### Google 'pinata', 'piñata' and 'confetti' search results

All
Shopping
Images
Videos
News
More
Settings
Tools

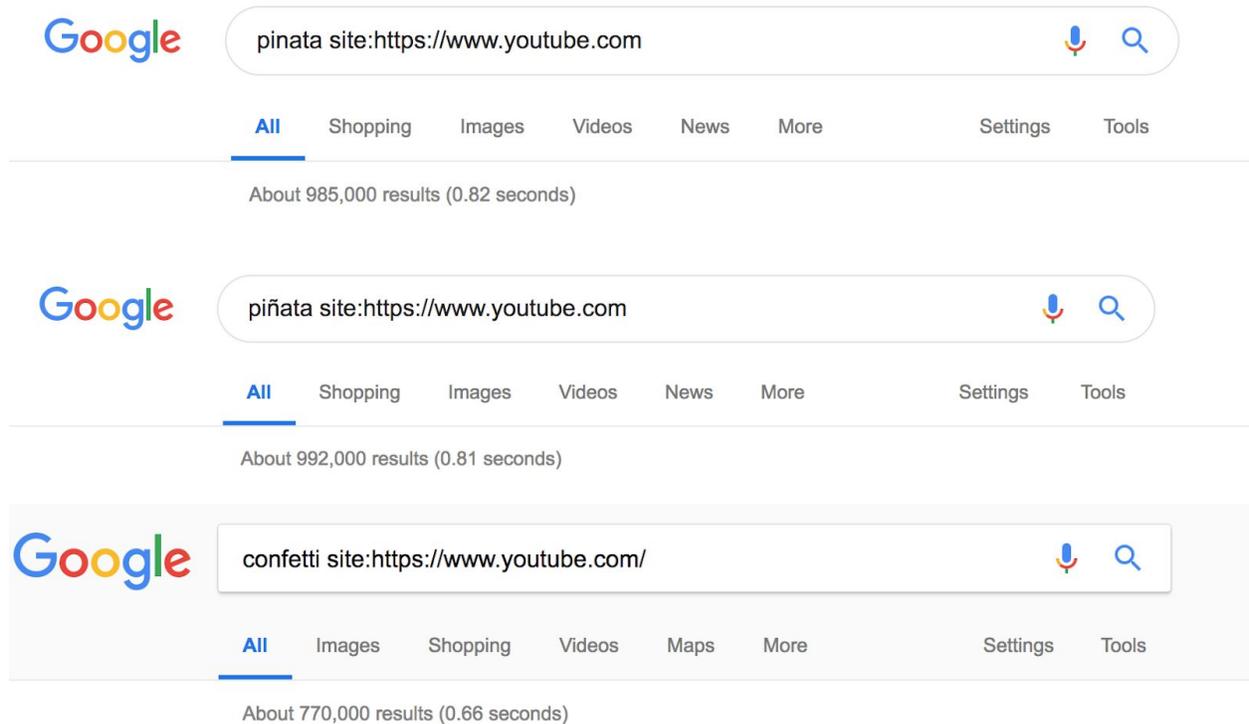
About 52,800,000 results (0.37 seconds)

The image shows two screenshots of Google search results. The top screenshot is for the search term 'piñata', showing approximately 70,600,000 results in 0.33 seconds. The bottom screenshot is for the search term 'confetti', showing approximately 80,000,000 results in 0.45 seconds. Both screenshots include the Google logo, search bar, navigation tabs (All, Shopping, Images, Videos, News, More), and settings/tools options.

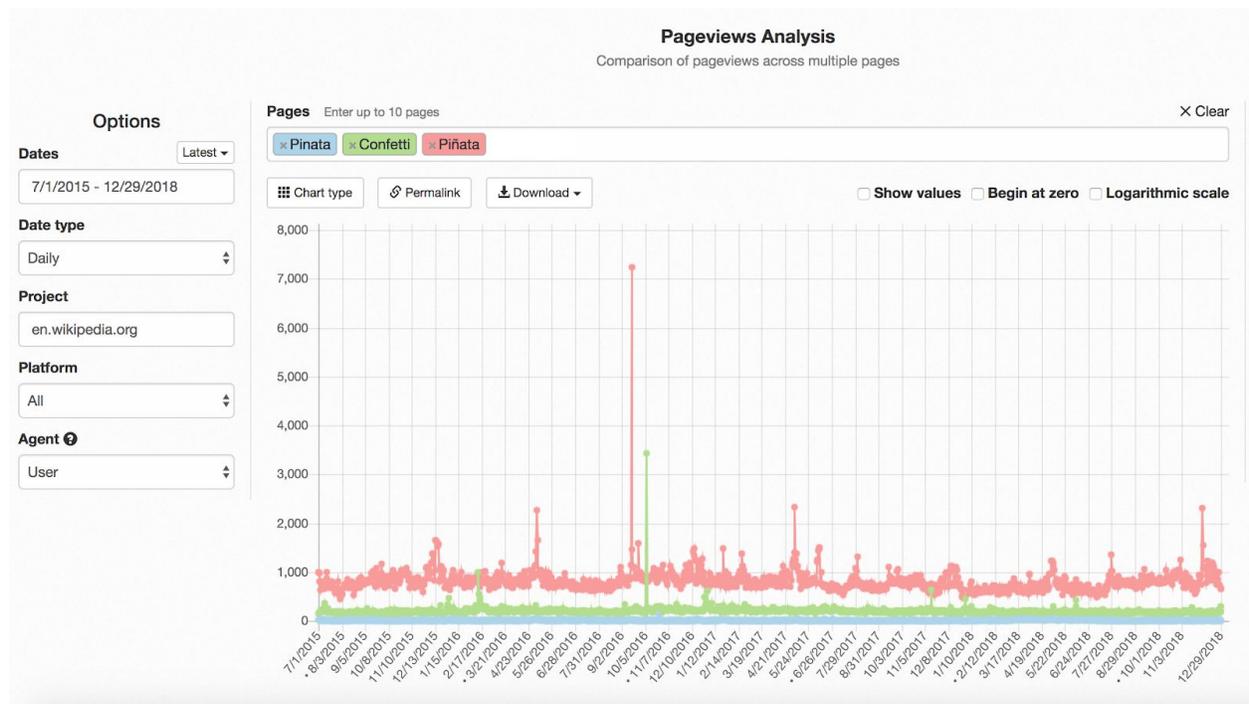
Bing pinata', 'piñata' and 'confetti' search results

The image shows three screenshots of Bing search results. The first screenshot is for 'pinata' with 4,590,000 results. The second screenshot is for 'piñata' with 1,700,000 results. The third screenshot is for 'confetti' with 8,440,000 results. Each screenshot includes the Bing logo, search bar, navigation tabs (All, Shopping, Images, Videos, Maps, News, My saves), and filters (Date, Language, Region).

YouTube search results for pinata', 'piñata' and 'confetti'



Wikipedia search results for 'confetti', 'piñata' and pinata



## ii. Multiple Usages

The **piñata** has several usages:

- The piñata is used to represent parties and celebration
- The piñata is used to represent intoxication

- The piñata is used to represent seven deadly sins
- The piñata is used to represent Christmas and Las Posadas
- The piñata is used to represent Quinceañera

### iii. Use in Sequences

The **piñata** is a singular item and will work effectively alone. However, it can be used in sequence:

-  +  = PARTY AND CELEBRATION
-  +  = QUINCEANERA
-  +  = CULTURAL CELEBRATION (LAS POSADAS)
-  +  = HALLOWEEN COSTUME
-  +  = BIRTHDAY

### iv. Breaking New Ground

n/a

## C: IMAGE DISTINCTIVENESS

The **piñata** is clearly identifiable – even on a small screen as an emoji character. It is clearly differentiated from other characters of related shapes or colours.

## D: COMPLETENESS

The addition of a **piñata** emoji would be an important addition as it is globally recognized. Additionally, as there are few emoji that represent Mexican and Central American cultures, this will help make the emoji character set representative of worldwide cultures.

## E: FREQUENTLY REQUESTED

A cursory search of the phrase “piñata emoji” on Twitter reveals plenty of demand for the character. A small sample from the past couple of months:



**Ms. Cabrera**  
@mayeliux1

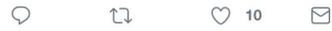
Follow

Yep! I love piñatas! 🤪 🎄 (we need a piñata emoji!)



12:26 AM - 8 Dec 2018 from Lyons, IL

10 Likes



**Ashlyn Goolsby** @AshlynWright\_ · Oct 24  
why is there no piñata emoji 🎉



1 2 13



**susana renouato** @renovatosusana · Dec 23  
Exijo un emoji de piñata 😡



Translated from Spanish by Microsoft

I demand a piñata 🤪 emoji





**Mary Blaire** @MaryIsFlpnSweet · Dec 28

Why isn't there a **piñata emoji**???



**Serge** @pimpdaddy\_ · Dec 28

Is Apple racist or I just can't find a **piñata emoji**?



**Aidee Ro** @Aidee\_Ro · Dec 25

No hay **emoji** de **piñata** 😞

Como disfrute en familia romper la **piñata** 😊🎄

Translated from Spanish by Microsoft

No **piñata emoji** 😞 like family enjoyment break the **piñata** 😊🎄



**Osmar López** 🍷👓🍔 @osmarz · Dec 24

Acabo de caer en cuenta que aún no existe el **emoji** de la **piñata**.

Translated from Spanish by Microsoft

I just realized that there is not yet the emoji of the piñata.



**jackie** 🌸  
@luxmachina

Follow

I need a **piñata emoji**!!!

Translate Tweet





**Cynthia Dinorah** @dinorah\_18 · Mar 1

I want someone put so happy when see me as when Dillon saw the replica to Gerald!!! 😍😄😂

\*I need a emoji of piñata



**Shea Serrano** @SheaSerrano · 8 Jan 2017

just looking for Mexican Twitter

54 153 598



**Mary Tyler Moreno**

@MaryTylerMoreno

Follow

Replying to @SheaSerrano

Can we get some Mexican emojis while we're at it? I need a piñata emoji. In my mind it's a burro



**Rainbow Zone** @Rainbow\_Zone · Dec 20

Acabo de descubrir que no hay un emoji de piñata 🤔😂

Translated from Spanish by Microsoft

I just found out there's not a piñata 🤔😂 emoji



## 4. SELECTION FACTORS - Exclusion

### F. OVERLY SPECIFIC

The **piñata** emoji is not overly specific. There are several different piñata designs and including all of these designs and shapes would be overly specific.

The **piñata** can be used in a wide range of contexts in addition to its main connotation.

### G: OPEN ENDED

The **piñata** is distinct with a specific and unique purpose and doesn't open up a direct open – ended set of related symbols.

### H: ALREADY REPRESENTABLE

There is no easy way to convey the **piñata** using existing emoji.

### I: LOGOS, BRANDS, UI ICONS, SIGNAGE, SPECIFIC PEOPLE, DEITIES

The **piñata** is suitable for encoding as a character. It does not contain any references to deities, logos, specific people, historical or living. It is universally recognisable.

### J: TRANSIENT

The **piñata** has been around since the 13th century. They enjoy on-going high popularity in Mexican culture as well as those of other Latin American countries, and increasing popularity the United States. It is unlikely that they will discontinue being a staple of parties in the near future.

### K: FAULTY COMPARISON

The submission for **piñata** is one made on its own merits – in line with the Unicode selection factors for inclusion – and it avoids the factors for exclusion. No case is made that the **piñata** should be included due to other emojis, emoji patterns – or due to comparison.

## 5. SORT LOCATION

### A. CATEGORY

The **piñata** should be inserted within the OBJECTS section of the emoji ordering.

### B. EMOJI BEFORE

There are a few places that this would effectively fit, but it is recommended to fit in the objects category alongside PARTY POPPER and CONFETTI BALL. This would place it with other related objects.

# 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:

**Rebecca Blaesing** ([rsblaesing@gmail.com](mailto:rsblaesing@gmail.com)) is an artist, graphic designer, creativity activist and roaming Texan who currently lives in Cumberland, Maine with her two sons.

**Gabriella Gómez-Mont** ([gabriellagm@gmail.com](mailto:gabriellagm@gmail.com)) is the founder of Laboratorio para la Ciudad, the experimental arm / creative think tank of the Mexico City government, reporting to the Mayor. The Lab is a place to reflect about all things city and to explore other social scripts and urban futures for the largest megalopolis in the western hemisphere, working across diverse areas, such as urban creativity, mobility, governance, civic tech, public space etc. In addition, the Lab searches to create links between civil society and government, constantly shifting shape to accommodate multidisciplinary collaborations, insisting on the importance of political and public imagination in the execution of its experiments.

**Melissa Thermidor** ([thermidor.melissa@gmail.com](mailto:thermidor.melissa@gmail.com)) is the Social Media Lead at NHS Blood and Transplant and a New Yorker who currently lives in London. She has hit quite a few piñatas growing up.

**Kimberly Te** ([kimberly.te.321@gmail.com](mailto:kimberly.te.321@gmail.com)) is a video creator raised in Northern Virginia and currently residing in Brooklyn, New York. She once made a short film about a lot of cardboard boxes.

**Jennifer 8. Lee** ([jenny@emojination.org](mailto:jenny@emojination.org)) and **Dwight Knell** ([dwight.knell@gmail.com](mailto:dwight.knell@gmail.com)) are Emojination admin folks who have been very impressed with the caliber of this proposal.