Proposal for a New Emoji: Otter
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Date: February 2018

The material below points to a real desire from emoji users for an otter emoji. Evidence suggests that an otter emoji, should it exist, would be enthusiastically used by people who love otters for their endearing qualities, and the metaphorical extensions of these qualities like love, friendship, and trust. Additionally the otter emoji would likely be used for otter preservation efforts. Beyond this, the word "otter" is often used in puns and wordplay, and this is another context in which people might playfully insert the otter emoji (examples of emoji wordplay with already existing emoji include im🍑 for "impeach" and 🐝lieve for "believe").

You 🦦 🐝lieve ("otter believe") that this emoji will be a welcome addition to the official Unicode offerings.

1. **Identification**.

    A. **CLDR short name**: Otter
    B. **CLDR keyword**s: Otter | sea otter | river otter
2. **Images**. One sample color image and one sample black & white image
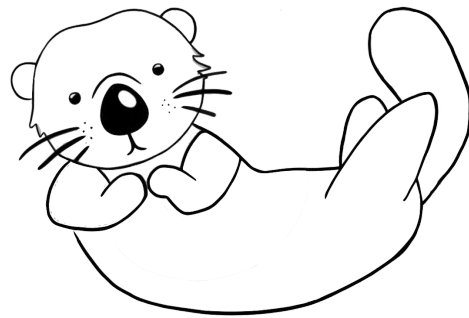
    A. **At emoji size:**
    B. **License.** Design by Monica Dinculescu, to be licensed for public use

3. **Selection factors — Inclusion.**

    A. **Compatibility**: N/A, there aren't existing non-unicode otter emoji on any platforms, nor non-emojified unicode characters that would cause compatibility issues.

    B. **Expected usage level**

1. **Frequency**:
   Comparing to **elephant** (the Unicode-suggested comparison for the **animal** category)**,** and **raccoon** (an animal added to Unicode 11).

   1. **Google**: raccoon < otter < elephant

otter	elephant	raccoon
All · Images · Videos · News	All · Images · Videos · News	All · Images · Videos · News
About 15,000,000 results (0.79 seconds)	About 85,800,000 results (0.78 seconds)	About 12,200,000 results (0.55 seconds)

   2. **Bing**: raccoon < otter < elephant

otter	elephant	raccoon
All · Images · Videos · M	All · Images · Videos · I	All · Images · Videos · I
33,100,000 Results Any time ▾	37,900,000 Results Any time ▾	29,700,000 Results Any time ▾

   3. **YouTube:** otter < raccoon < elephant

otter	elephant	raccoon
About 1,540,000 results	About 12,700,000 results	About 1,910,000 results

   4. **Google trends**: web search

• otter	• elephant	• raccoon
Search term	Search term	Search term

Worldwide ▾   Past 12 months ▾   All categories ▾   Web Search ▾
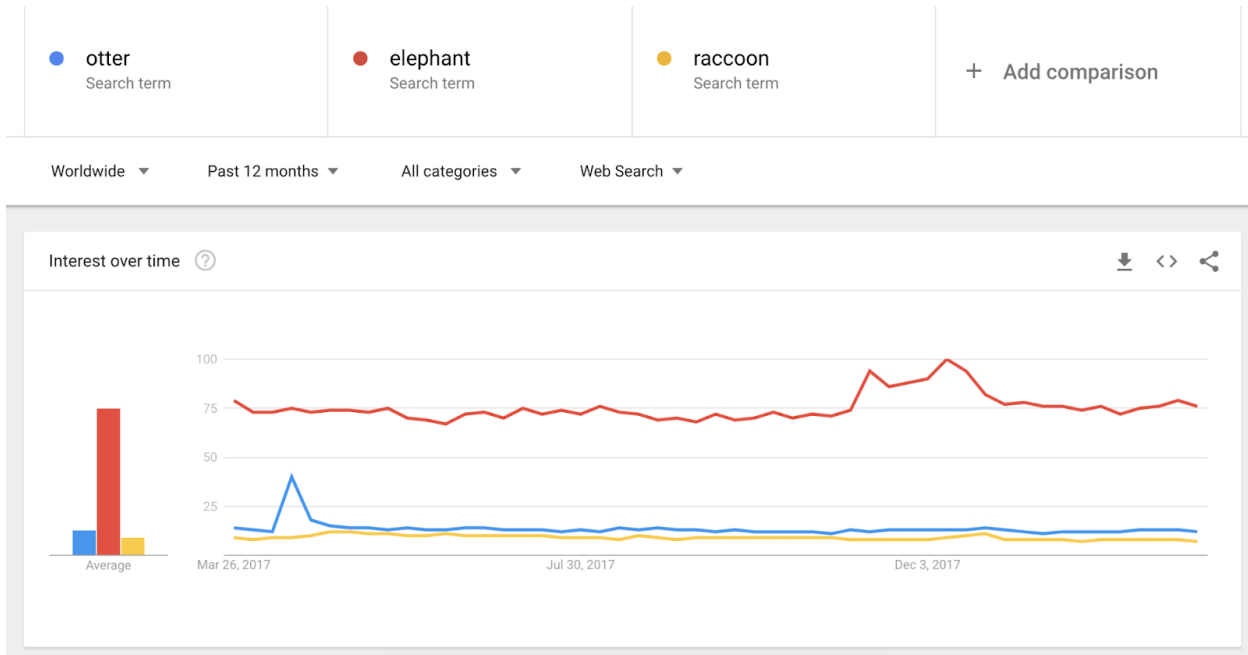
5. **Google trends**: image search

• otter	• elephant	• raccoon
Search term	Search term	Search term

Worldwide ▾   Past 12 months ▾   All categories ▾   Image Search ▾
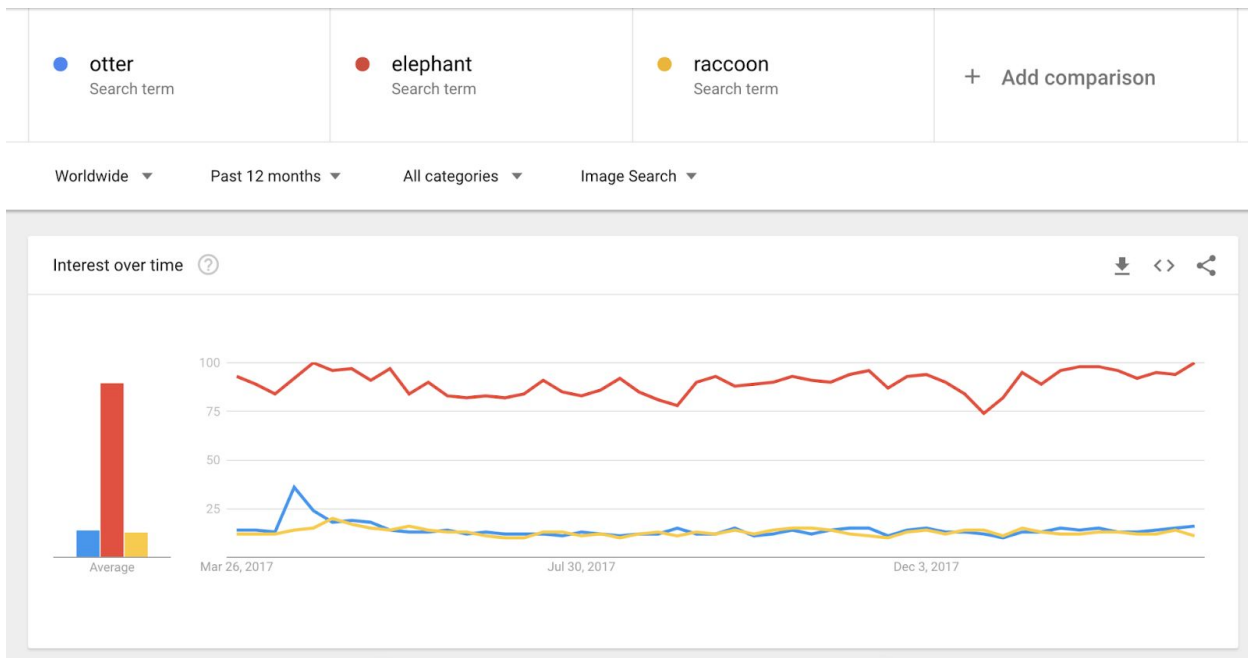
2. **Multiple usages**
- Otters are used to represent friendship and love, since they're often seen holding hands
- Otters usually float, so they could be used as a metaphor for

"staying afloat"
- In English, they're heavily used in puns ("my significant otter," "otterly amazing," "we otter go see a movie," "hello from the otter side," etc.) They could also be used in emoji wordplay, where emoji that sound like common words or morphemes in English represent a word or cluster of letters (e.g., im🍑 for "impeach" and 🐝lieve for "believe").

3. **Use in sequences**

   - Otters hold hands when they sleep, so 🦦 🫱 🦦 would illustrate that, and by extension love and friendship.

4. **Breaking new ground**
   - Otter cannot be represented by any existing emoji.

C. **Image distinctiveness**
   Otters have a very specific face, profile, and tail. There are no other aquatic mammals (or marine life emoji, in general) that are brown, so an otter emoji would be incredibly distinct in this way.
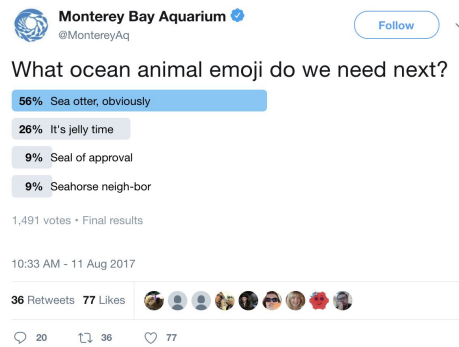
D. **Completeness**
   While there are about 10 fish and crustacean emoji, aquatic mammals seals, otters, beavers, etc. are not currently represented. The addition of an otter emoji would help round out this set.

E. **Frequently requested**
   Otter is often requested on Twitter (search results) -- there are at least 5 requests a day. I've spared you screenshots since they all basically say "why is there no otter emoji?"

   Of more interest is the Monterey aquarium, who ran a Twitter poll for what ocean animal emoji people want next, and 56% of 1500 people voted for the otter:

Monterey Bay Aquarium
@MontereyAq
Follow

What ocean animal emoji do we need next?

56% Sea otter, obviously
26% It's jelly time
9% Seal of approval
9% Seahorse neigh-bor

1,491 votes • Final results

10:33 AM - 11 Aug 2017

36 Retweets 77 Likes

20   36   77

4. **Selection factors — Exclusion.**

    A. **Overly specific**
       - as discussed in 3.B.2 this would have several uses
    B. **Open-ended**
       - as discussed in 3.D, there are not many animals like the Otter
       represented as emoji
    C. **Already representable**
       N/A, there is no animal that looks like an otter (or for that matter, any
       mammal that isn't a fish and also lives in the water
    D. **Logos, brands, UI icons, signage, specific people, deities**
       There is a brand of phone cases called Otterbox (#1 company for
       phone cases, logo image), but otherwise not really.
    E. **Transient**
       Otters have been around for a fairly long time, and since they have
       been added to the endangered list their numbers have been
       increasing, so they're unlikely to die off (unless humanity is extra
       horrible) or become unpopular.
    F. **Faulty comparison**
       See 3.C
    G. **Exact Images**
       Otters are usually most recognizable by their face, and then by the
       shape of their body, so an emoji should use one of these two

5. **Sort location**. A proposed sort location for the emoji in Emoji Ordering
    A. Category: **animal-mammal** or **animal-marine** (it is technically both)
    B. After panda face 🐼 or after squid 🦑