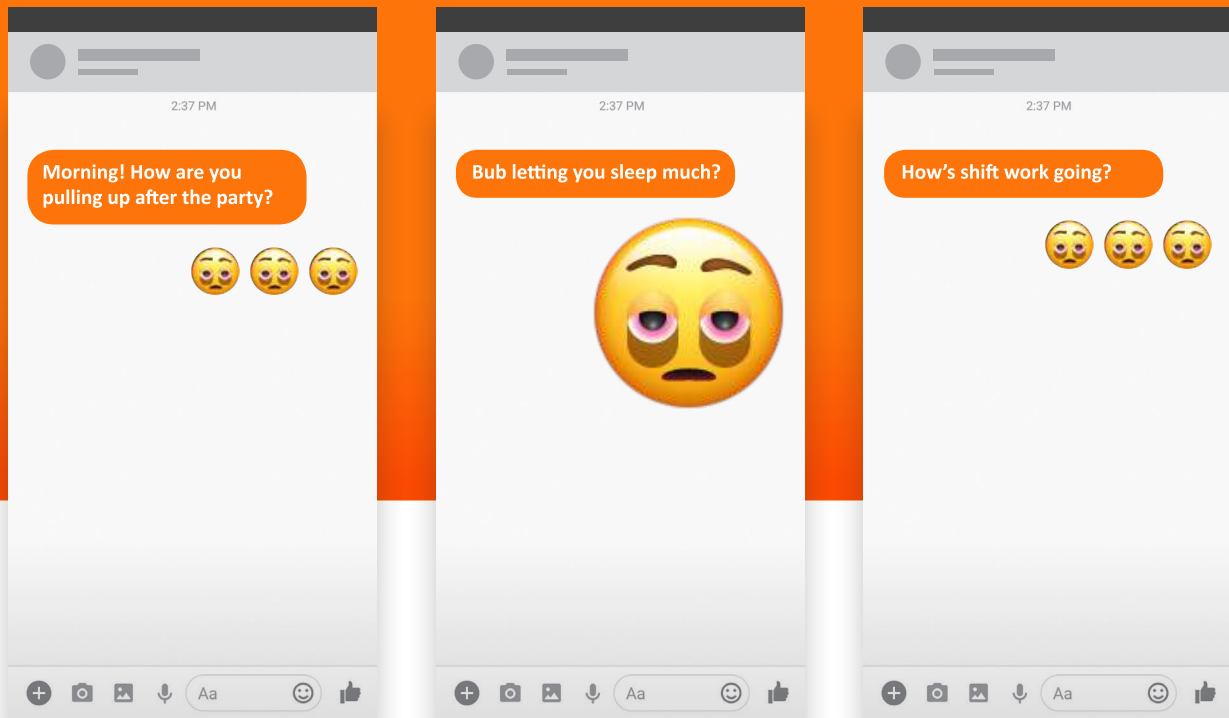




PROPOSAL FOR EMOJI EYE BAGS FACE

01 / IDENTIFICATION

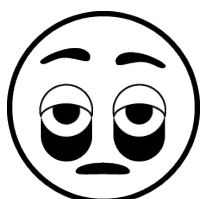
CLDR short name: eye bags face

CLDR keywords: eye bags, exhausted, tired, hungover, sleepless, defeated, insomnia

02 / IMAGES



COLOUR



B&W

A. ZIP FILE

proposal-for-emoji_eye-bags-face.zip

B. LICENSE

The images were created by the submitter in December 2018 and are hereby released into the public domain.

C. DOCUMENT

18x18px and 72x72px appear on cover page and below.



72PX



18PX

03 / SORT LOCATION

A. FACE-SLEEPY



(EXISTING)

B. EYE-BAGS-FACE



(PROPOSED)

04 / REFERENCE



TYPE face

REPRESENTATIVE drooling face



05 / SELECTION FACTORS – INCLUSION

A. COMPATIBILITY

N/A

B. EXPECTED USAGE LEVEL

All data provided within this proposal was sourced on 20 December 2018 within an incognito Google Chrome window.

1. FREQUENCY

The submitter has identified primary EYE BAGS emoji user groups as new parents (of children aged 0–5), heavy consumers of alcohol (resulting in a hang over) and shift workers. Other groups may include over-worked university students / workers, caffeine addicts, insomniacs, and the beauty industry (for product promotion purposes).

Before proving frequency, the prevalence of probable user groups must be established. Key statistics for primary user groups 'new parents' and 'heavy consumers of alcohol' are below. Reliable international data could not be sourced for shift workers or secondary user groups.

**"There are on average about 250 babies
born every minute – more than
130 million in a year."**

UNITED NATIONS, 2018

<http://datatopics.worldbank.org/health/population>

PRIMARY USER GROUP:
PARENTS OF CHILDREN AGED 0-5

**"Worldwide almost one billion drinkers
are heavy episodic drinkers."**

WORLD HEALTH ORGANISATION, 2018

*Global status report on alcohol and health 2018, page 47,
https://www.who.int/substance_abuse/publications/global_alcohol_report/en/*

PRIMARY USER GROUP:
HEAVY CONSUMERS OF ALCOHOL

Based on the above statistics and a worldwide population of 7.63 billion in August 2018¹, the current population of children aged 0–5 is approximately 650 million. Assuming that at least 80% of these children have two involved parents/carers, there are approximately 1.04 billion parents representing 13.5% of the total population. Heavy episodic drinkers (defined by WHO as those who have had at least one heavy drinking episode in the last 30 days) represent 13.1% of the total population. Numbers of heavy drinkers may be even greater as the data stated above relies on the accessibility of each individual and their willingness to surrender such information.

According to data from We Are Social and Hootsuite², 4 billion (over half) of the 7.63 billion worldwide population use the internet. Therefore, primary user groups **'new parents' total approximately 540 million people** (13.5% of 4 billion) and **'heavy consumers of alcohol' total approximately 524 million people** (13.1% of 4 billion). **In combination with primary user group 'shift workers' and other identified groups, it can be estimated that a diverse, constant and significant segment of the population can be accurately represented by the EYE BAGS emoji.**

¹ worldpopulationreview.com/

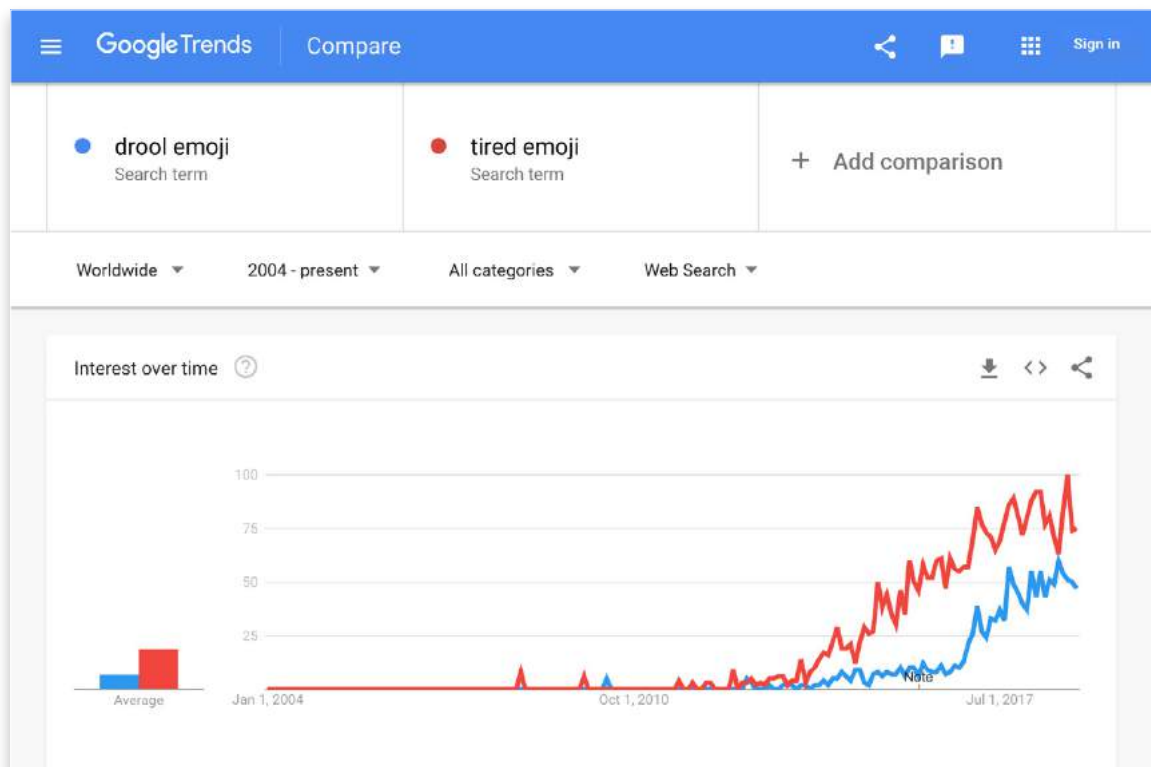
² wearesocial.com/blog/2018/01/global-digital-report-2018



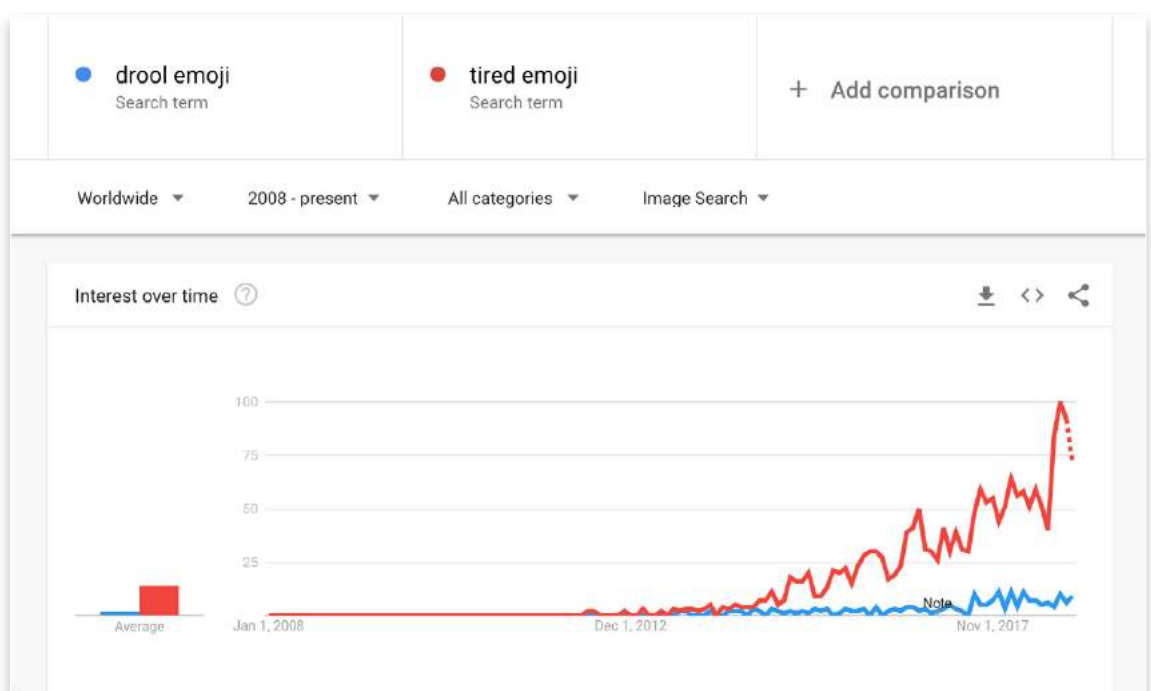
Google trends

The expected usage of the EYE BAGS emoji is high. Searches for tired emoji have steadily increased since 2004 – either matching or exceeding the popularity of the drool reference emoji in both web and image searches. The Google Trends graph below demonstrates this.

WEB



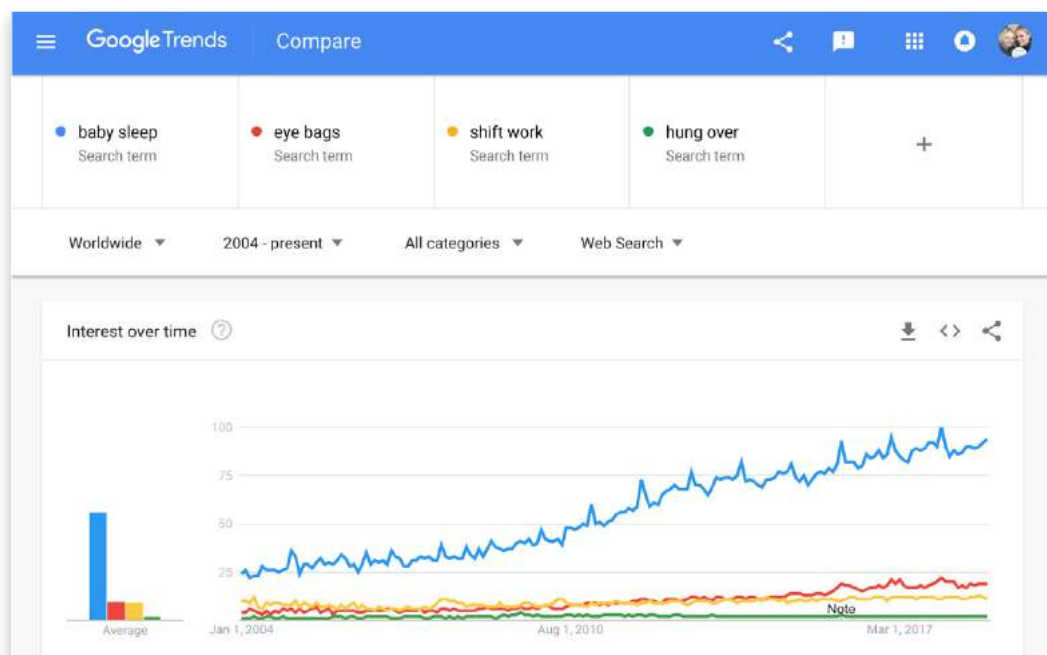
IMAGE



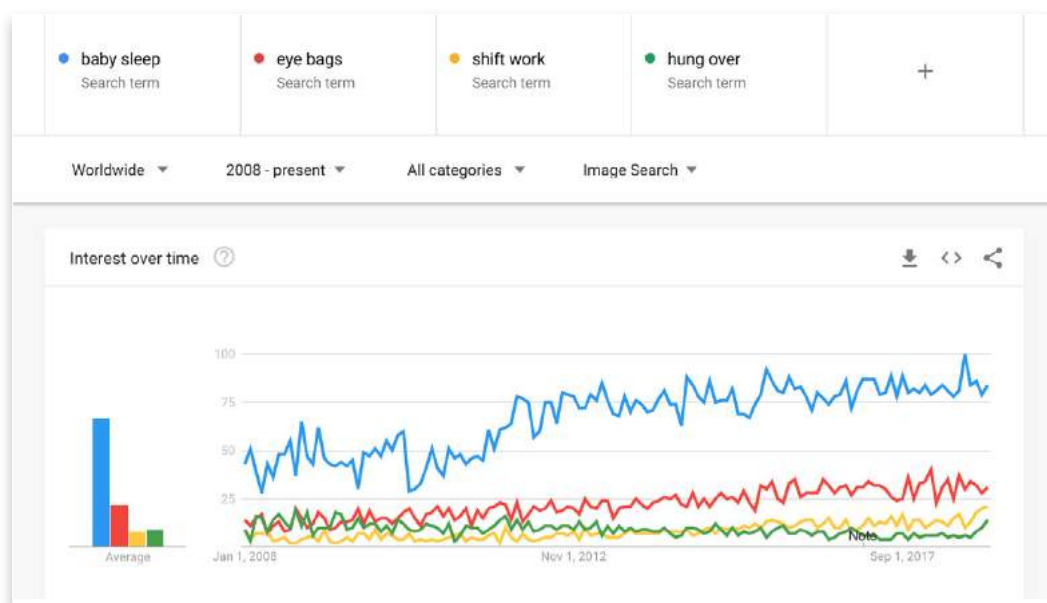
Due to the nature of the face emoji type and diversity of probable user groups, provided evidence of frequency also considers cause factors of eye bags (or dark under eye circles) in user groups rather than the group's physical descriptor. I.e. 'baby sleep' for user group 'parents'.

Google Trends data suggests that (of the identified user groups) expected usage of the EYE BAGS emoji by new parents user group is particularly high and steadily increasing. Analytics resulting from the term 'baby sleep' (arguably the primary cause factor of eye bags in this user group) as compared to 'hung over' (representing heavy consumers of alcohol) and 'shift work' (shift workers) indicate that new parents are persistently affected by sleep deprivation*, with interest steadily increasing over time. Searches for 'eye bags' are also steadily increasing. Google Trends data below demonstrates this.

WEB



IMAGE

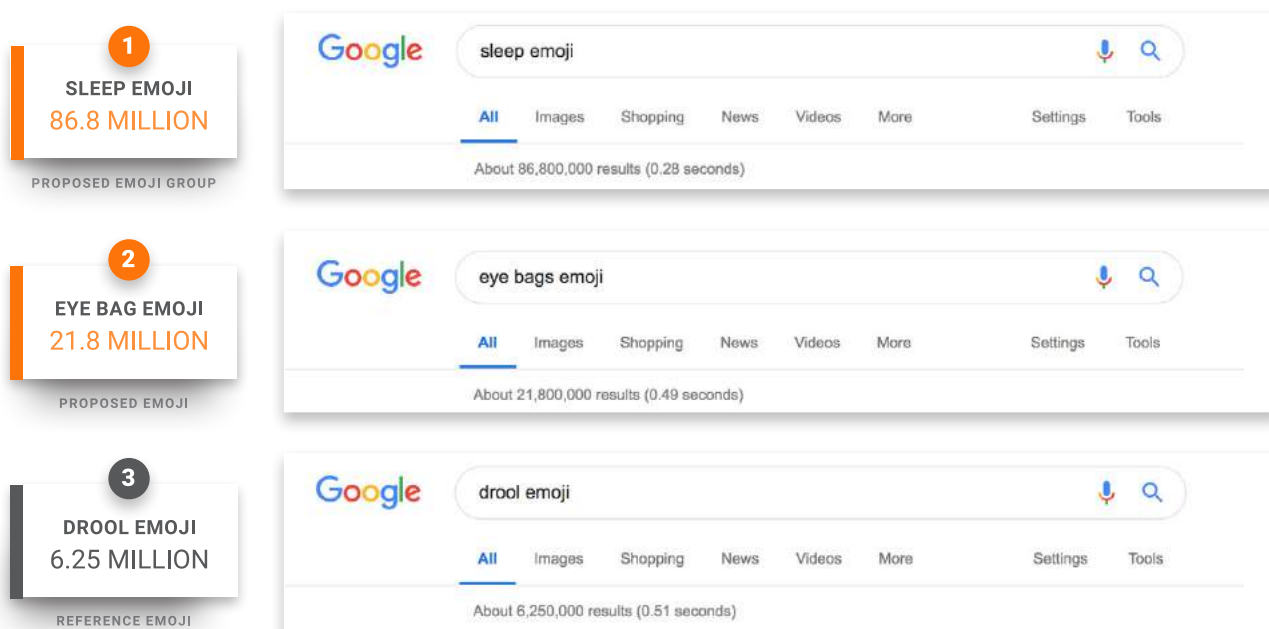


* I originally created the EYE BAGS emoji as a direct response to my own sleep deprivation as the parent of young child.



Google search

'Eye bag emoji' results exceeded the reference 'drool emoji' by 348% — a significant result considering the proposed emoji does not yet exist. Popularity of the broader emoji sleep category is also high.



NOTE: In order to present a clear visual distinction, search term results are ordered and numbered from highest (top) to lowest (bottom) on the left hand side of the page where applicable. Terms relating to the proposed EYE BAGS emoji are highlighted with a vertical orange strip. Terms relating to the reference DROOL emoji results are highlighted with a vertical charcoal strip (as demonstrated above). Screenshots of these results are presented on the right hand side of the page.

From this point, please note the following definitions.

'Descriptive term' relates to the proposal or reference emoji's visual appearance.

le. Eye bags — relates to EYE BAGS emoji.

Drool — relates to DROOL emoji.

'Cause term' relates to the primary cause/s of the 'descriptive term'.

le. Baby sleep — relates to EYE BAGS emoji user group 'new parents'

Child sleep — relates to EYE BAGS emoji user group 'new parents'

Hung over — relates to EYE BAGS emoji user group 'heavy consumers of alcohol'

Food porn — relates to DROOL emoji user groups

Recipe — relates to DROOL emoji user groups



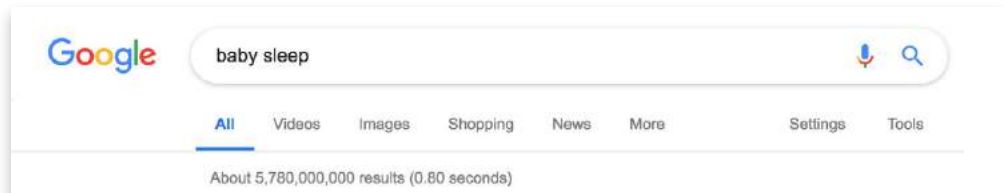
Google search (continued)

The cause term **'baby sleep'** retrieved **5.78 billion Google search results**, indicating a very high consumption of related content within the new parent user group (such as an EYE BAGS emoji representing exaggerated exhaustion). This is in line with the Google Trends data presented within this proposal. The results for 'baby sleep' exceeded 'recipes' (one of two equivalent terms assigned to the reference drool emoji) by nearly 200%. 'Child sleep' presented 1.03 billion results and factors in children under 5 who are no longer defined as babies. The term 'eye bags' yielded 1.65 billion results, more broadly representing a wide range of users and exhibiting a direct visual correlation to the EYE BAGS emoji.

1

BABY SLEEP
5.78 BILLION

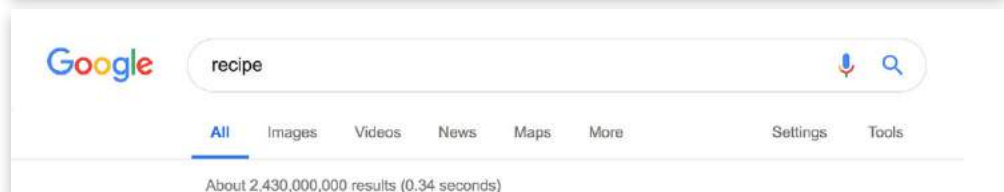
PROPOSED CAUSE TERM



2

RECIPE
2.43 BILLION

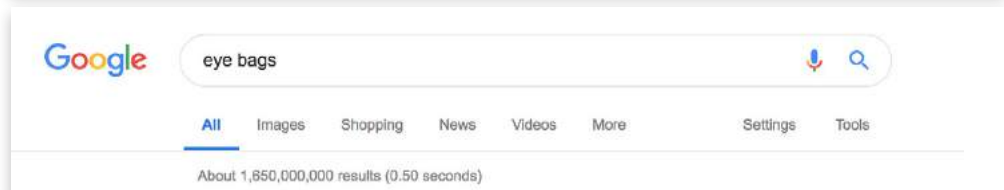
REFERENCE CAUSE TERM



3

EYE BAGS
1.65 BILLION

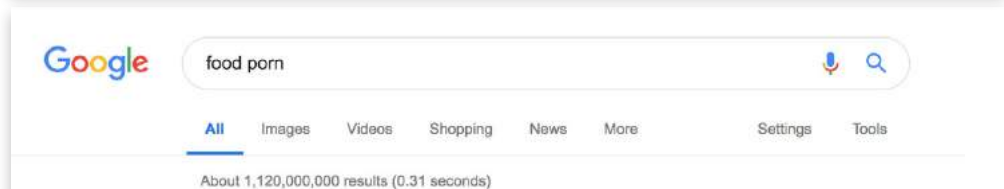
PROPOSED DESCRIPTIVE TERM



4

FOOD PORN
1.12 BILLION

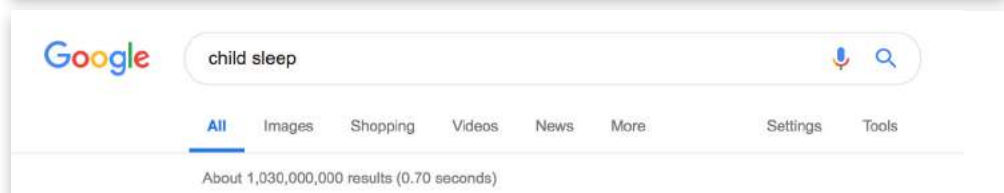
REFERENCE CAUSE TERM



5

CHILD SLEEP
1.03 BILLION

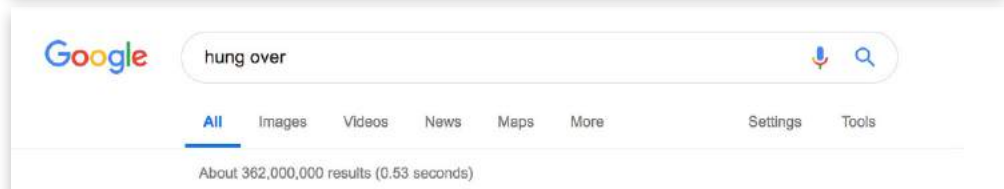
PROPOSED CAUSE TERM



6

HUNG OVER
362 MILLION

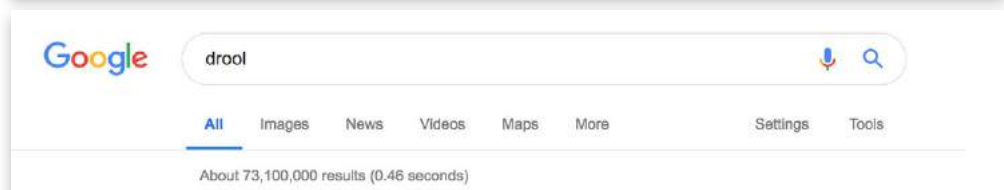
PROPOSED CAUSE TERM



7

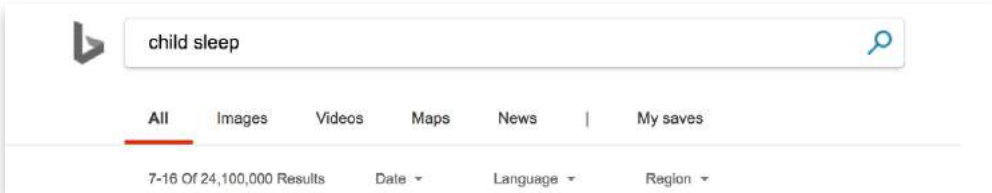
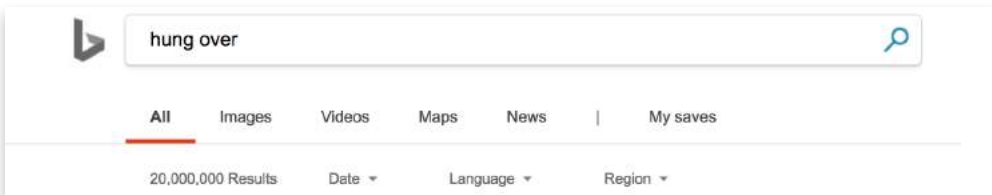
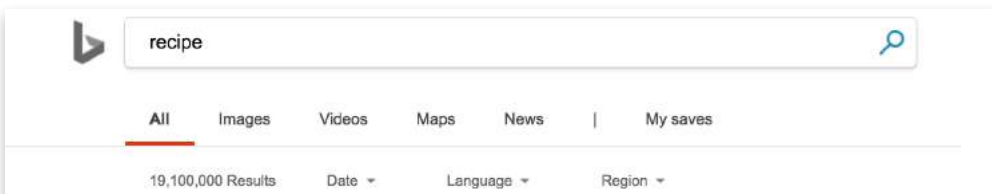
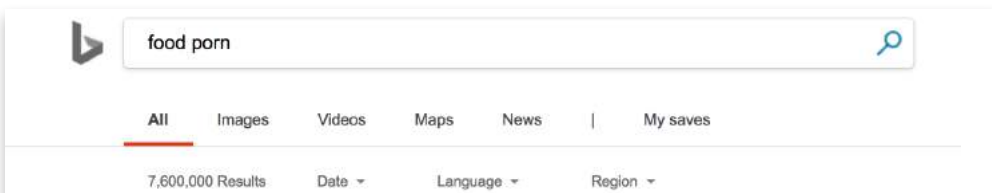
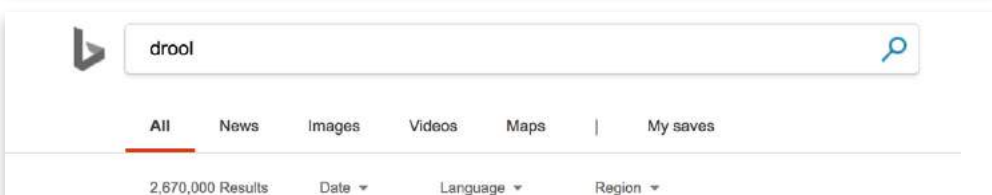
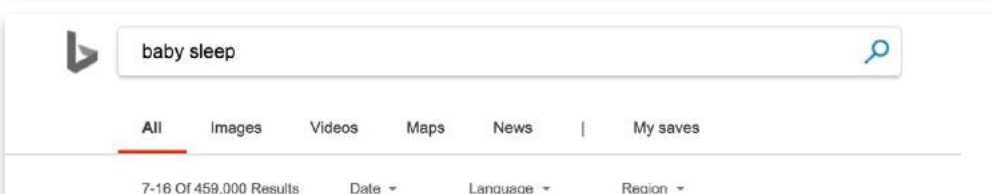
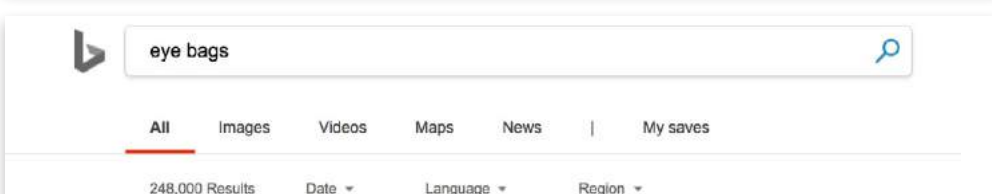
DROOL
73.1 MILLION

REFERENCE DESCRIPTIVE TERM



Bing

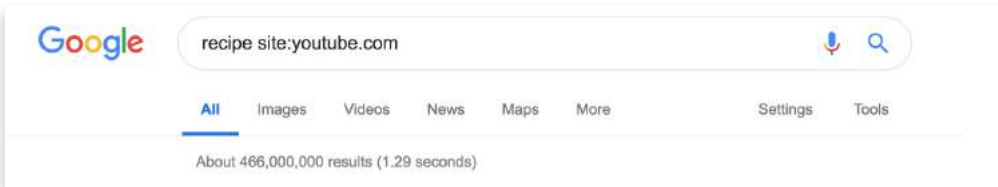
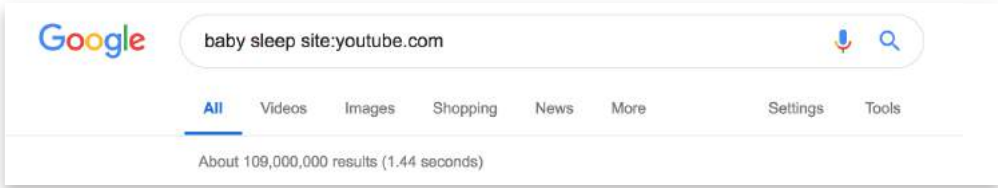
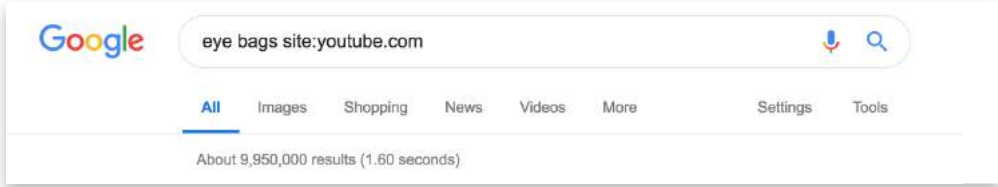
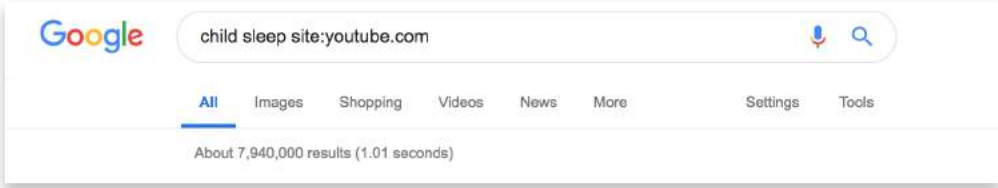
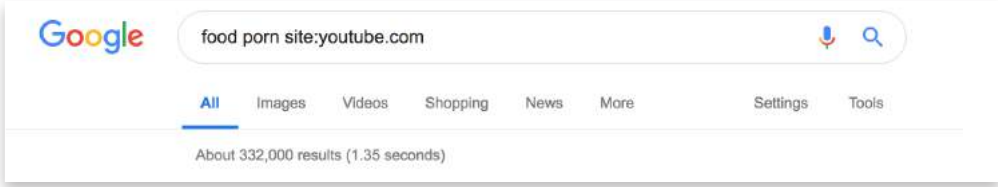
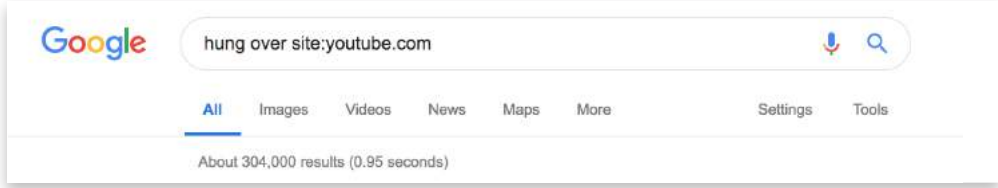
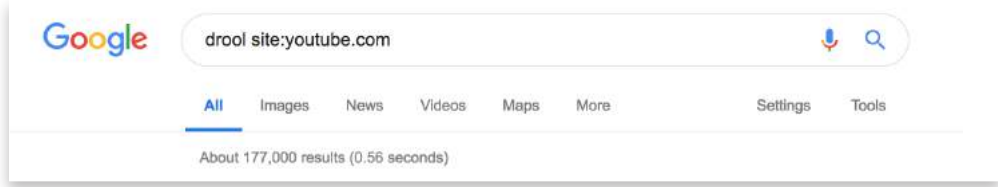
Interestingly, the term 'child sleep' provided the most results at 24.1 million while 'baby sleep' only yielded 459 thousand results (as compared to 5.78 billion in Google). 'Hung over' received the second highest number of results (compared to the second lowest in Google).

1 CHILD SLEEP 24.1 MILLION PROPOSED CAUSE TERM	
2 HUNG OVER 20 MILLION PROPOSED CAUSE TERM	
3 RECIPE 19.1 MILLION REFERENCE CAUSE TERM	
4 FOOD PORN 7.6 MILLION REFERENCE CAUSE TERM	
5 DROOL 2.67 MILLION REFERENCE DESCRIPTIVE TERM	
6 BABY SLEEP 459 THOUSAND PROPOSED CAUSE TERM	
7 EYE BAGS 248 THOUSAND PROPOSED DESCRIPTIVE TERM	



Youtube

Consistent with the Google search results, 'baby sleep' and 'eye bags' yielded strong results.

1 RECIPE 466 MILLION REFERENCE CAUSE TERM	
2 BABY SLEEP 109 MILLION PROPOSED CAUSE TERM	
3 EYE BAGS 9.95 MILLION PROPOSED DESCRIPTIVE TERM	
4 CHILD SLEEP 7.94 MILLION PROPOSED CAUSE TERM	
5 FOOD PORN 332 THOUSAND REFERENCE CAUSE TERM	
6 HUNG OVER 304 THOUSAND PROPOSED CAUSE TERM	
7 DROOL 177 THOUSAND REFERENCE DESCRIPTIVE TERM	

2. MULTIPLE USAGES

N/A

3. USE IN SEQUENCES

N/A

4. BREAKING NEW GROUND

Yes. Exaggerated exhaustion is not conveyed by any existing individual or series of emoji. Refer to section C. *Image Distinctiveness*.

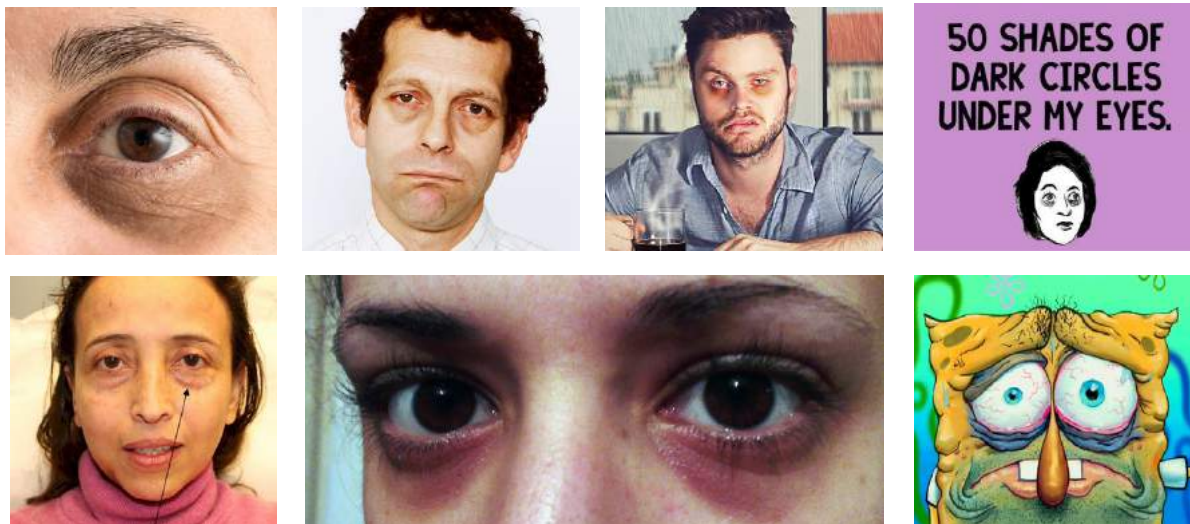


C. IMAGE DISTINCTIVENESS

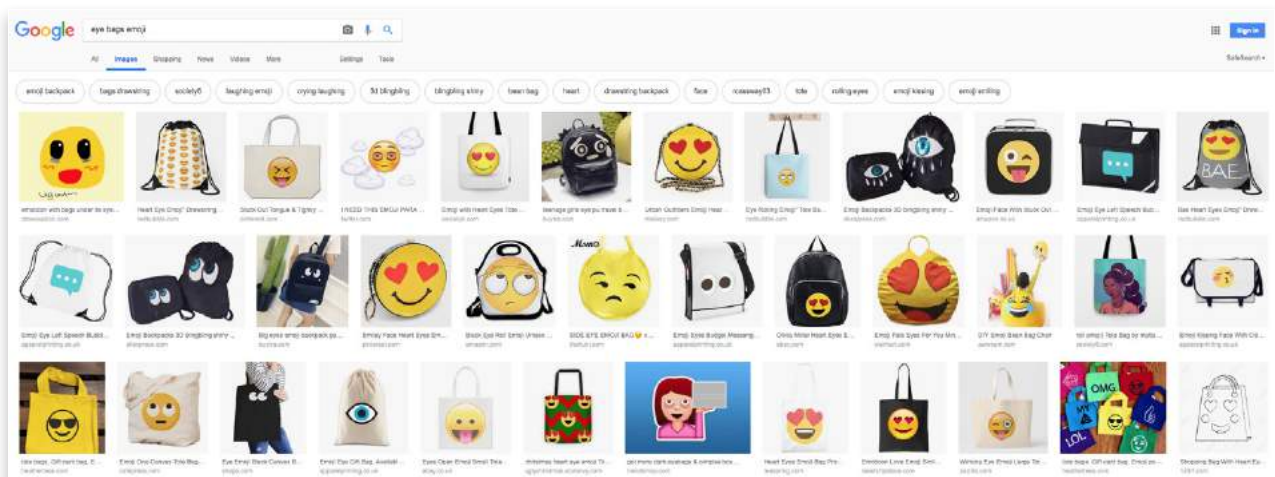
Yes. The proposed EYE BAGS emoji does not closely resemble any existing emoji, as it is the only emoji that conveys persistent or extreme sleep deprivation (rather than light sleepiness, sickness, injury, wooziness or the active state of sleep). The below side-by-side comparison with similar category emoji demonstrates this. Additionally, the proposed EYE BAGS emoji is visually consistent with imagery of people who are exhausted (indicated by the presence of dark under eye circles and/or eye bags). Further to this, the search term 'eye bags emoji' does produce comparable imagery. The EYE BAGS emoji is easily recognisable at 18x18px and 72x72px as demonstrated on the cover of this document.



REFERENCE IMAGES



GOOGLE IMAGE SEARCH FOR 'EYE BAGS EMOJI'



D. COMPLETENESS

N/A

E. FREQUENTLY REQUESTED

N/A

06 / SELECTION FACTORS – EXCLUSION

F. OVERLY SPECIFIC

The proposed EYE BAGS emoji is not overly specific. The EYE BAGS emoji represents a diversity of international groups (such as parents, shift workers, heavy consumers of alcohol, insomniacs etc) is therefore capable of relating to a diversity of groups and cause factors. As demonstrated in this document, the concept of exhaustion as depicted by eye bags or dark under eye circles is prevalent in contemporary popular culture.

G. OPEN-ENDED

The EYE BAGS emoji can apply by a broad range of scenarios as outlined in this document.

H. ALREADY REPRESENTABLE

Dramatic or exaggerated exhaustion is not currently represented by any individual or combination of existing emoji.

I. LOGOS, BRANDS, UI ICONS, SIGNAGE, SPECIFIC PEOPLE, DEITIES

The proposed EYE BAGS emoji is not confined by logos, branding, UI icons, signage, specific people or deities.

J. TRANSIENT

Exhaustion (resulting in eye bags or dark circles) is an integral part of the human experience and is therefore eternally relevant.

K. FAULTY COMPARISON

While slight sleepiness, sickness, injury, wooziness or the active state of sleep is currently represented by other emoji, the exaggerated appearance of exhaustion is distinctive and unique to the EYE BAGS emoji.

L. EXACT IMAGES

No exact images are required.

M. OTHER INFORMATION.

N/A

