

PROPOSAL FOR EMOJI  
**EYE BAGS FACE**

## 01 / IDENTIFICATION

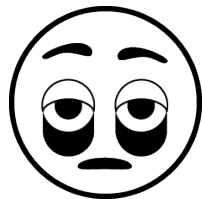
**CLDR short name:** eye bags face

**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/](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 2018<sup>1</sup>, 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, it can be estimated that there is *up to* approximately 1.04 billion parents representing 13.5% of the total population (acknowledging that some parents have more than one child aged 0-5). 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 Hootsuite<sup>2</sup>, 4 billion (over half) of the 7.63 billion worldwide population use the internet. Therefore, primary user groups **'new parents' may total up to 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/](http://worldpopulationreview.com/)

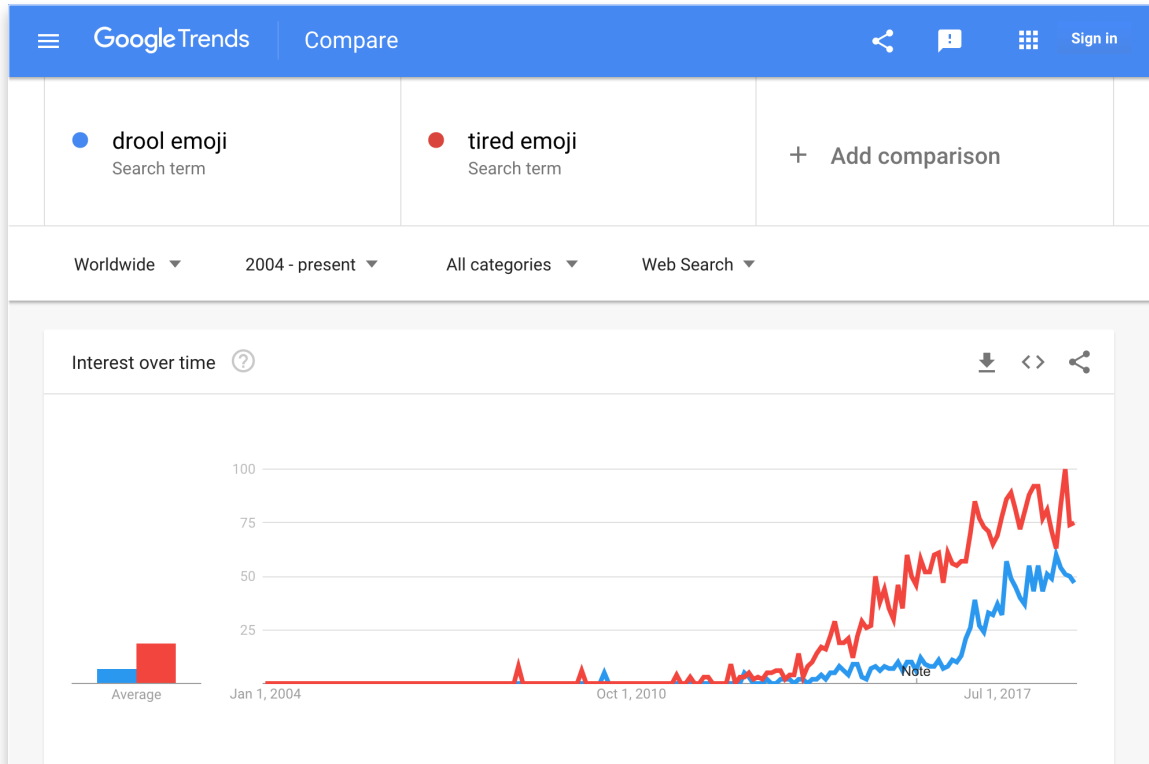
2 [wearesocial.com/blog/2018/01/global-digital-report-2018](https://wearesocial.com/blog/2018/01/global-digital-report-2018)



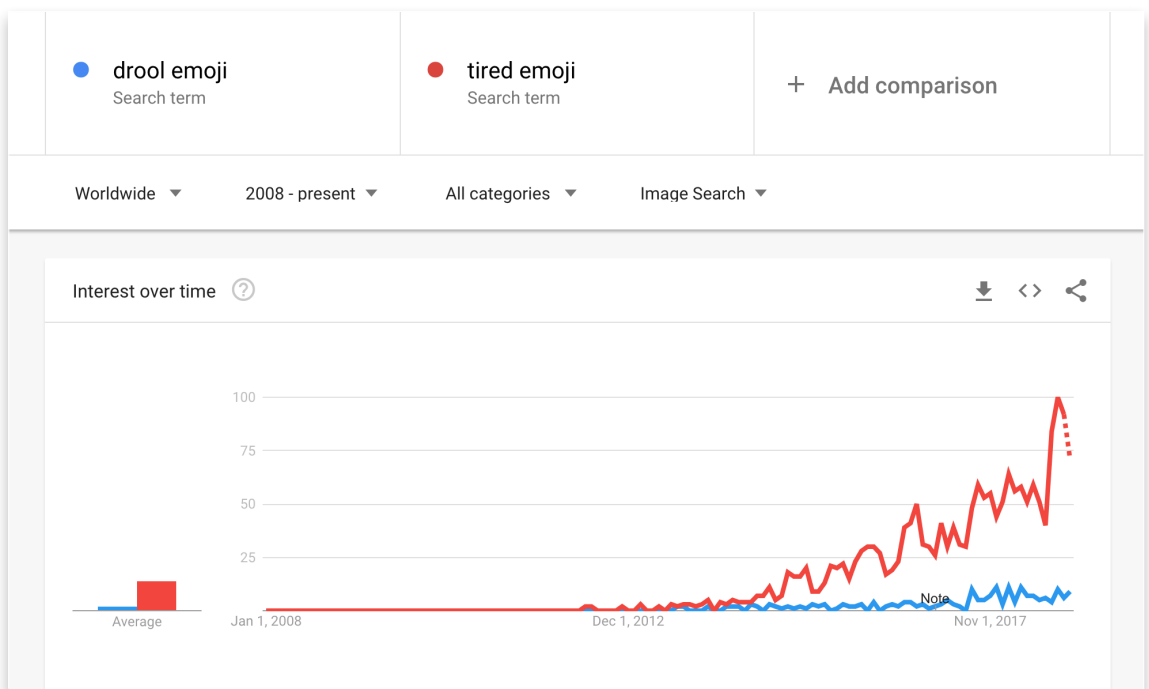
## Google trends

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



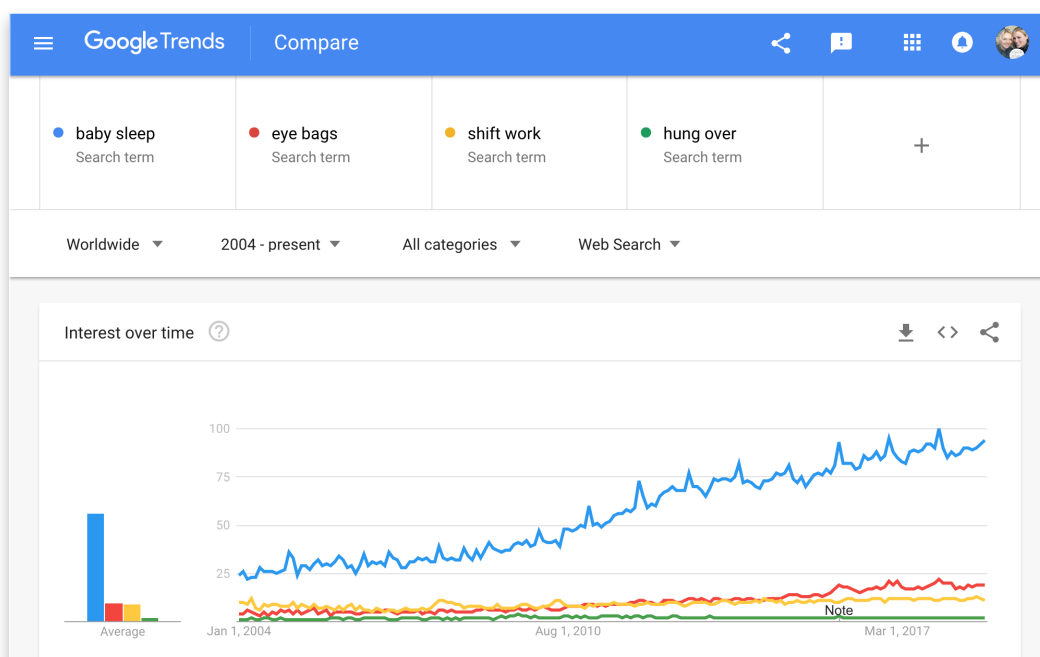
IMAGE



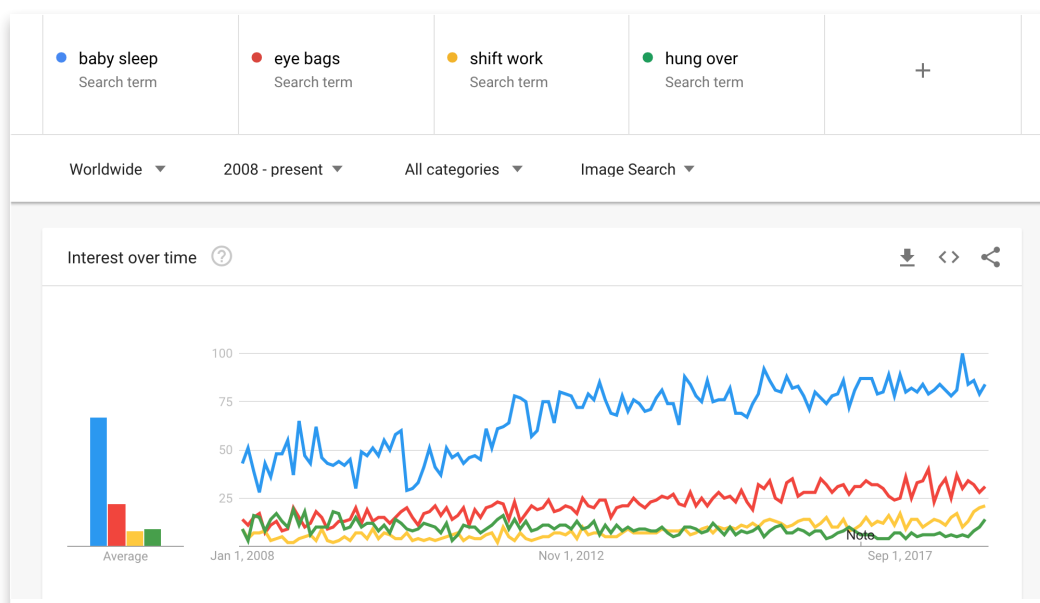
Due to the nature of the face emoji type and diversity of probable user groups, provided evidence of frequency also considers cause factors of eye bags (or dark under eye circles) in user groups rather than the group's physical descriptor. I.e. 'baby sleep' for user group 'parents'.

**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

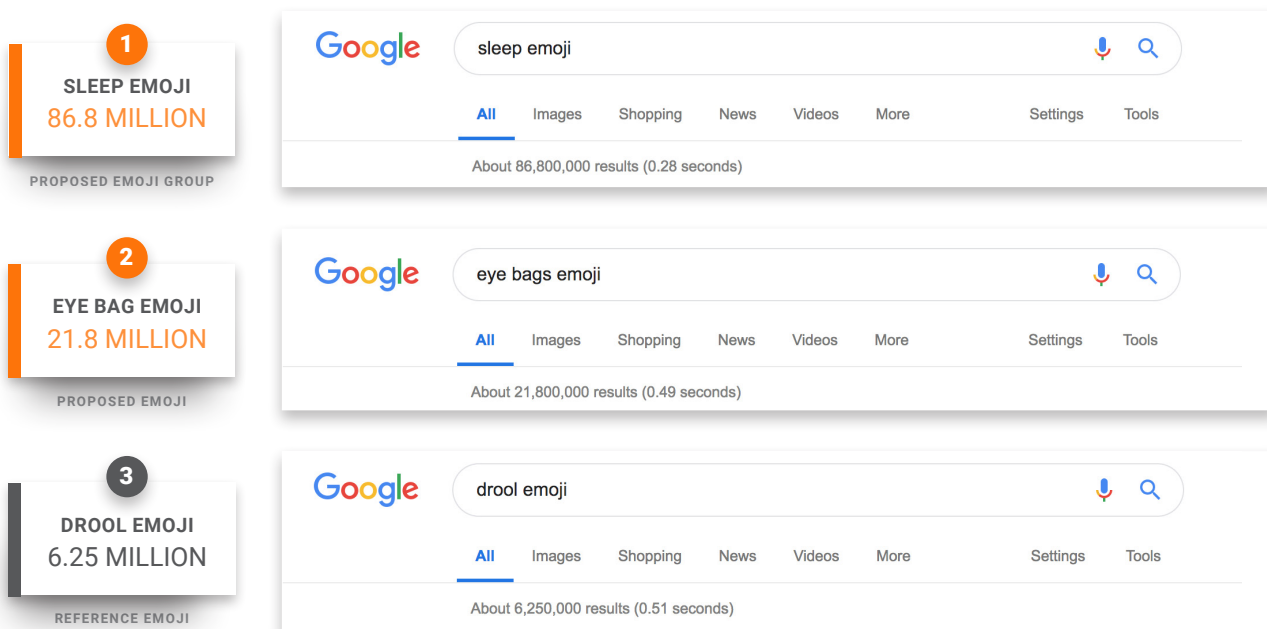


\* I originally created the EYE BAGS emoji as a direct response to my own sleep deprivation as the parent of young child.



## 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

Google search results for 'baby sleep'. The search bar contains 'baby sleep'. Below the search bar are tabs for 'All', 'Videos', 'Images', 'Shopping', 'News', 'More', 'Settings', and 'Tools'. The results section shows 'About 5,780,000,000 results (0.80 seconds)'.

2  
**RECIPE**  
2.43 BILLION  
REFERENCE CAUSE TERM

Google search results for 'recipe'. The search bar contains 'recipe'. Below the search bar are tabs for 'All', 'Images', 'Videos', 'News', 'Maps', 'More', 'Settings', and 'Tools'. The results section shows 'About 2,430,000,000 results (0.34 seconds)'.

3  
**EYE BAGS**  
1.65 BILLION  
PROPOSED DESCRIPTIVE TERM

Google search results for 'eye bags'. The search bar contains 'eye bags'. Below the search bar are tabs for 'All', 'Images', 'Shopping', 'News', 'Videos', 'More', 'Settings', and 'Tools'. The results section shows 'About 1,650,000,000 results (0.50 seconds)'.

4  
**FOOD PORN**  
1.12 BILLION  
REFERENCE CAUSE TERM

Google search results for 'food porn'. The search bar contains 'food porn'. Below the search bar are tabs for 'All', 'Images', 'Videos', 'Shopping', 'News', 'More', 'Settings', and 'Tools'. The results section shows 'About 1,120,000,000 results (0.31 seconds)'.

5  
**CHILD SLEEP**  
1.03 BILLION  
PROPOSED CAUSE TERM

Google search results for 'child sleep'. The search bar contains 'child sleep'. Below the search bar are tabs for 'All', 'Images', 'Shopping', 'Videos', 'News', 'More', 'Settings', and 'Tools'. The results section shows 'About 1,030,000,000 results (0.70 seconds)'.

6  
**HUNG OVER**  
362 MILLION  
PROPOSED CAUSE TERM

Google search results for 'hung over'. The search bar contains 'hung over'. Below the search bar are tabs for 'All', 'Images', 'Videos', 'News', 'Maps', 'More', 'Settings', and 'Tools'. The results section shows 'About 362,000,000 results (0.53 seconds)'.

7  
**DROOL**  
73.1 MILLION  
REFERENCE DESCRIPTIVE TERM

Google search results for 'drool'. The search bar contains 'drool'. Below the search bar are tabs for 'All', 'Images', 'News', 'Videos', 'Maps', 'More', 'Settings', and 'Tools'. The results section shows 'About 73,100,000 results (0.46 seconds)'.



## 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

child sleep

All Images Videos Maps News | My saves

7-16 Of 24,100,000 Results Date Language Region

**2**  
**HUNG OVER**  
20 MILLION  
PROPOSED CAUSE TERM

hung over

All Images Videos Maps News | My saves

20,000,000 Results Date Language Region

**3**  
**RECIPE**  
19.1 MILLION  
REFERENCE CAUSE TERM

recipe

All Images Videos Maps News | My saves

19,100,000 Results Date Language Region

**4**  
**FOOD PORN**  
7.6 MILLION  
REFERENCE CAUSE TERM

food porn

All Images Videos Maps News | My saves

7,600,000 Results Date Language Region

**5**  
**DROOL**  
2.67 MILLION  
REFERENCE DESCRIPTIVE TERM

drool

All News Images Videos Maps | My saves

2,670,000 Results Date Language Region

**6**  
**BABY SLEEP**  
459 THOUSAND  
PROPOSED CAUSE TERM

baby sleep

All Images Videos Maps News | My saves

7-16 Of 459,000 Results Date Language Region

**7**  
**EYE BAGS**  
248 THOUSAND  
PROPOSED DESCRIPTIVE TERM

eye bags

All Images Videos Maps News | My saves

248,000 Results Date Language Region





## Youtube

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

**1**  
**RECIPE**  
466 MILLION  
REFERENCE CAUSE TERM

Google search results for "recipe site:youtube.com". The search bar contains the text "recipe site:youtube.com". Below the search bar, the "All" tab is selected. The results show "About 466,000,000 results (1.29 seconds)".

**2**  
**BABY SLEEP**  
109 MILLION  
PROPOSED CAUSE TERM

Google search results for "baby sleep site:youtube.com". The search bar contains the text "baby sleep site:youtube.com". Below the search bar, the "All" tab is selected. The results show "About 109,000,000 results (1.44 seconds)".

**3**  
**EYE BAGS**  
9.95 MILLION  
PROPOSED DESCRIPTIVE TERM

Google search results for "eye bags site:youtube.com". The search bar contains the text "eye bags site:youtube.com". Below the search bar, the "All" tab is selected. The results show "About 9,950,000 results (1.60 seconds)".

**4**  
**CHILD SLEEP**  
7.94 MILLION  
PROPOSED CAUSE TERM

Google search results for "child sleep site:youtube.com". The search bar contains the text "child sleep site:youtube.com". Below the search bar, the "All" tab is selected. The results show "About 7,940,000 results (1.01 seconds)".

**5**  
**FOOD PORN**  
332 THOUSAND  
REFERENCE CAUSE TERM

Google search results for "food porn site:youtube.com". The search bar contains the text "food porn site:youtube.com". Below the search bar, the "All" tab is selected. The results show "About 332,000 results (1.35 seconds)".

**6**  
**HUNG OVER**  
304 THOUSAND  
PROPOSED CAUSE TERM

Google search results for "hung over site:youtube.com". The search bar contains the text "hung over site:youtube.com". Below the search bar, the "All" tab is selected. The results show "About 304,000 results (0.95 seconds)".

**7**  
**DROOL**  
177 THOUSAND  
REFERENCE DESCRIPTIVE TERM

Google search results for "drool site:youtube.com". The search bar contains the text "drool site:youtube.com". Below the search bar, the "All" tab is selected. The results show "About 177,000 results (0.56 seconds)".

## 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*.

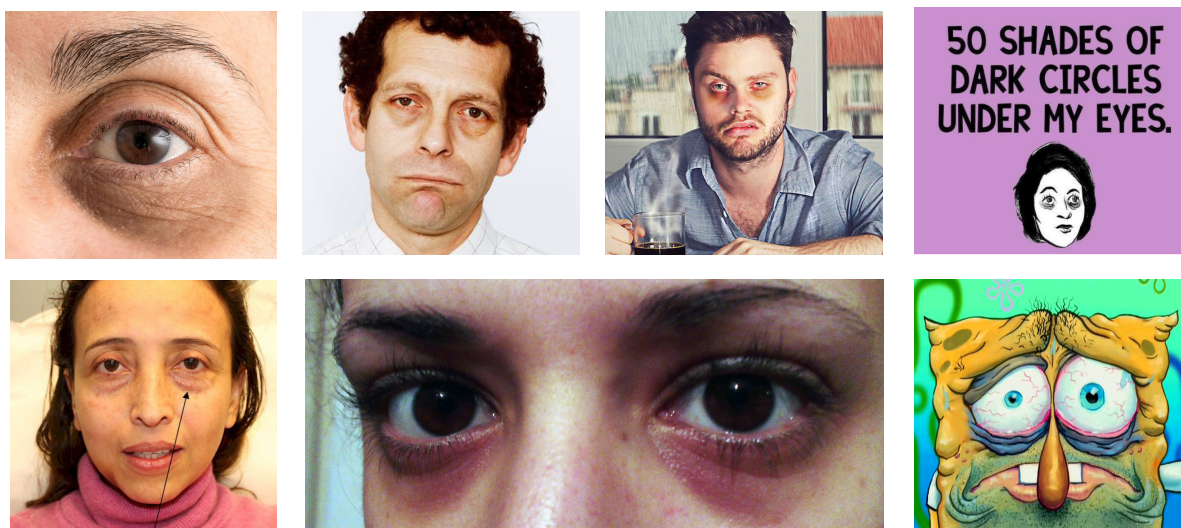


### C. IMAGE DISTINCTIVENESS

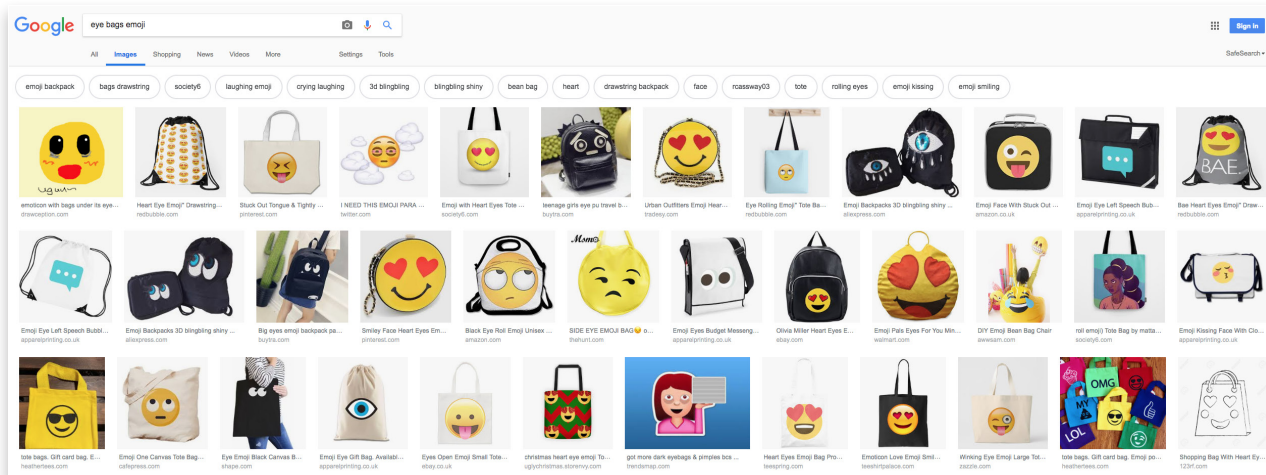
**Yes.** The proposed EYE BAGS emoji does not closely resemble any existing emoji, as it is the only emoji that conveys persistent or extreme sleep deprivation (rather than light sleepiness, sickness, injury, wooziness or the active state of sleep). The below side-by-side comparison with similar category 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

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# 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

