

Condom Emoji Submission (v2)

To: Unicode Technical Committee

Date: 15 January 2016

From: Tamara Greene c/o Havas London

1. Introduction

We are asking Unicode to encode a condom emoji.

Emojis are playing a big role in relationships as young people are using aubergines/eggplants, hot dogs, peaches, etc. to discuss sex on mobile devices. This is evidenced by multiple international media references to sexting and Emojis¹ and by recent research showing over half of 16-24yr old regularly use emojis when talking about sex².

There is currently no emoji that can be used to suggest safe sex. At the same time, sexual health is a serious problem facing young people around the world today.

- 35 million people are living with HIV in the world and half don't know it³
- 1 million new STI infections per day⁴
- Over 100 million new sexually transmitted infections (STIs), occur each year among young people under 25 years of age⁵
- 75% of adults can't remember the last time they saw a reference to condoms on TV, but 62% think that pop-culture could be more influential about contraceptives⁶

Condoms are the most effective way to help prevent STIs and unplanned pregnancies, and a condom emoji can best represent safe sex in messaging. We have seen an actual desire and intention for use of a condom emoji around the world.

2. Suitability for Inclusion

There is currently no overt symbol (or suitable alternative) for safe sex. The current Unicode set includes: aubergines/eggplants, peaches and hot dogs, which are currently being used to suggest sex. The condom emoji would suitably fit within the health emojis (pill, syringe etc.) and the more grown-up emojis (lit cigarette, gun, bomb, alcohols etc.)

¹ <http://www.buzzfeed.com/laraparker/examples-of-emoji-flirting-that-will-blow-your-mind>, <http://mashable.com/2015/10/22/new-emoji-sext/>, <http://www.bustle.com/articles/128505-these-are-the-most-popular-sex-emoji-used-on-twitter-in-the-us-and-europe>

² 53% of respondents regularly using emojis when discussing sex: Source – 3GEM research – October 2015
Sample of 1,000 16-25 year olds from across the UK

³ http://www.unaids.org/en/resources/documents/2014/20140716_UNAIDS_gap_report

⁴ <http://www.who.int/mediacentre/factsheets/fs110/en>

⁵ http://www.unaids.org/sites/default/files/media_asset/youngpeoplehivaid_en_0.pdf

⁶ <http://www.mtv.com/news/1927028/trojan-condom-survey/>

3. Support

FACTORS FOR INCLUSION

A. Compatibility: Not applicable.

B. Expected Usage level: High. Messaging between partners at the formation and during the development of relationships is highly prevalent. We strongly believe that the prevalence of emojis being used to suggest sex will lead to a high level of usage for this condom emoji. This is backed up by the high level of public interest and endorsement of a condom emoji online.

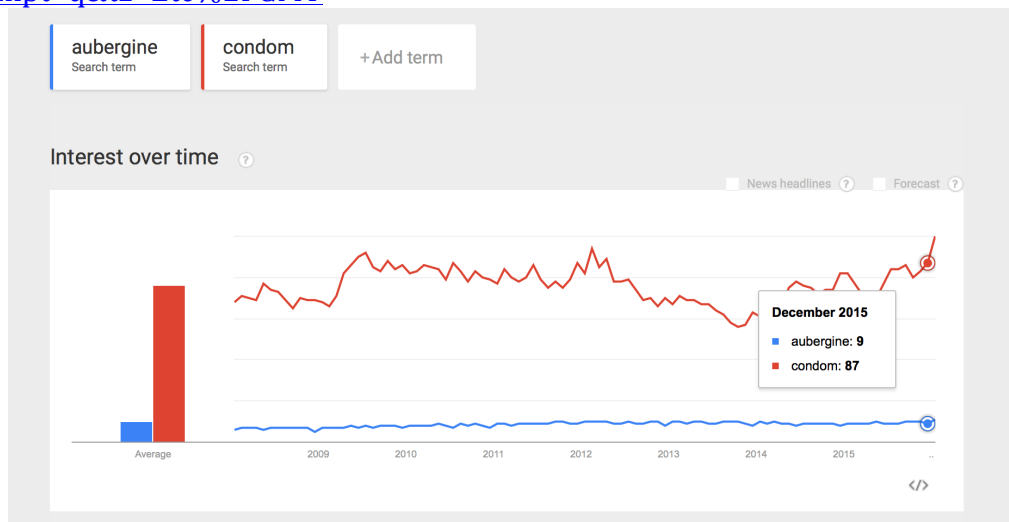
C. Frequency

We believe there will be a high frequency of use. Research⁷ concluded 80% of respondents (aged 16-24) said they would use a condom emoji if it were available.

Media and Academics⁸ alike are dedicating time to understanding and covering the high levels of sexting and role of communication for young people. There is a clear trend for sex discussions through emojis.

Given the context in which we believe the condom emoji would be used initially (in conjunction with, or replacing other emojis suggesting sex, (e.g. aubergine/eggplant, peach, hot dog, wine glass, etc.)), we used Google Trends to track the number of image searches for these vs condom. The following graphs show interest over time 2005-2015.

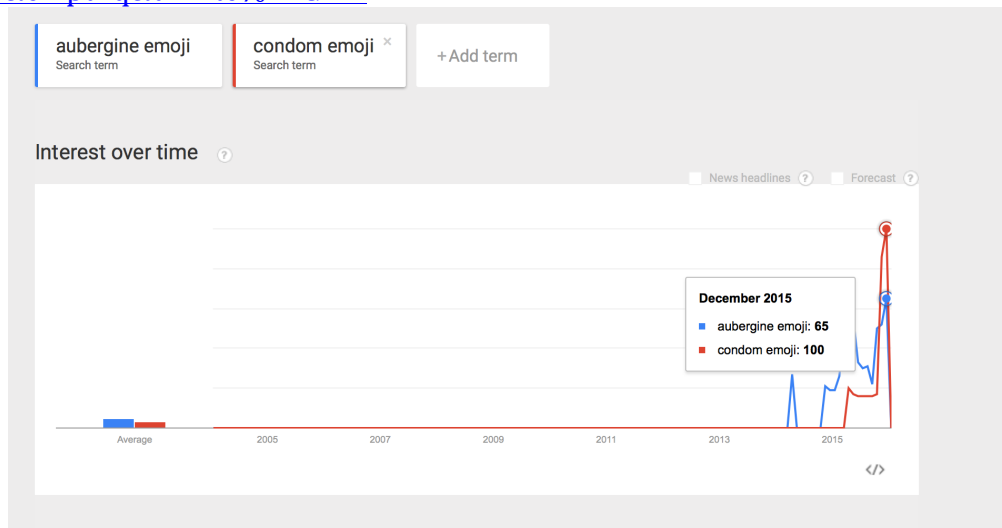
<https://www.google.co.uk/trends/explore#q=aubergine%2C%20condom&gprop=images&cmpt=q&tz=Etc%2FGMT>



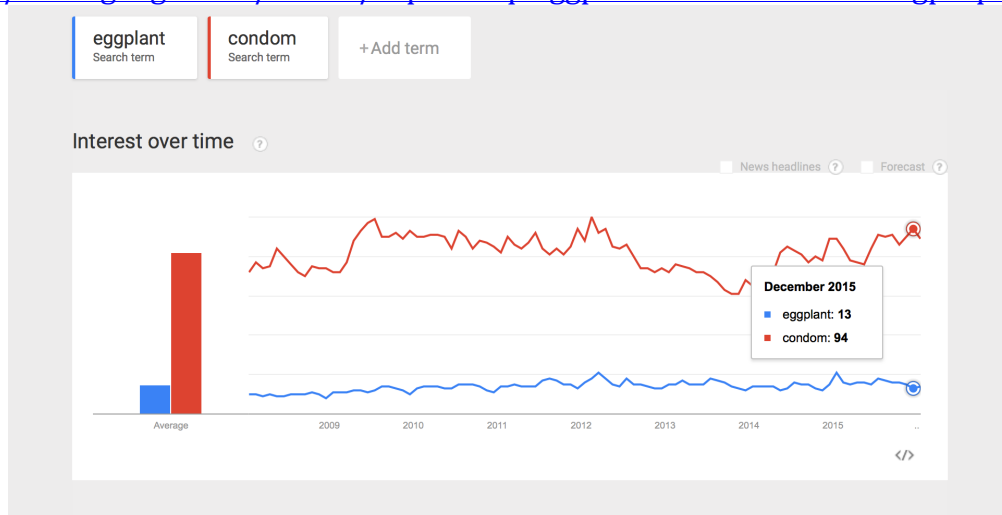
⁷ Source: *Young People's Attitudes Toward and Discussion of Safe Sex and Condom Use*, Author : Professor Mark McCormack, Durham University Centre for Sex, Gender and Sexualities – September 2015

⁸ E.g. Demographic and behavioural correlates of six sexting behaviours among Australian secondary school students: <http://www.publish.csiro.au/?paper=SH15004>

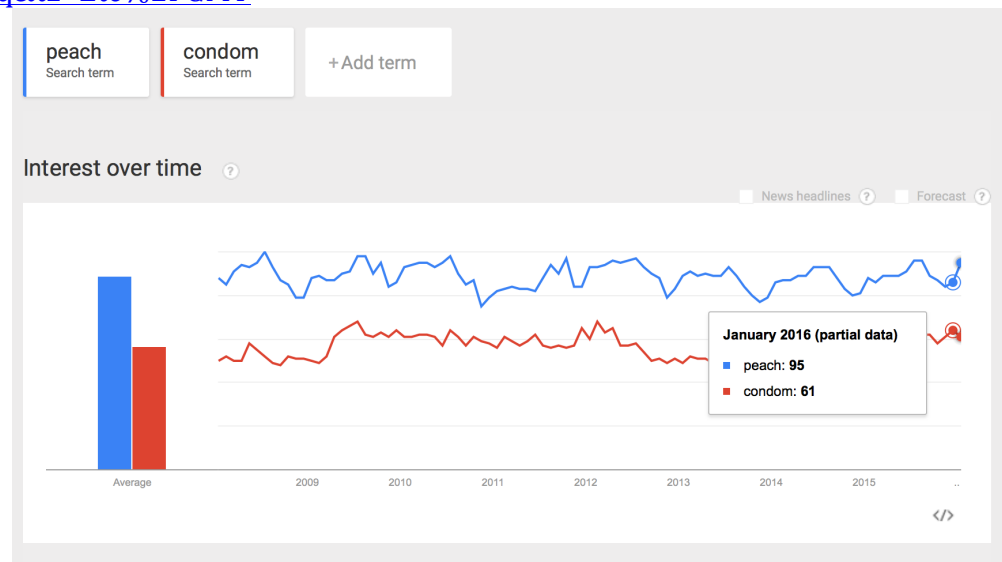
<https://www.google.co.uk/trends/explore#q=aubergine%20emoji%2C%20condom%20emoji&cmpt=q&tz=Etc%2FGMT>



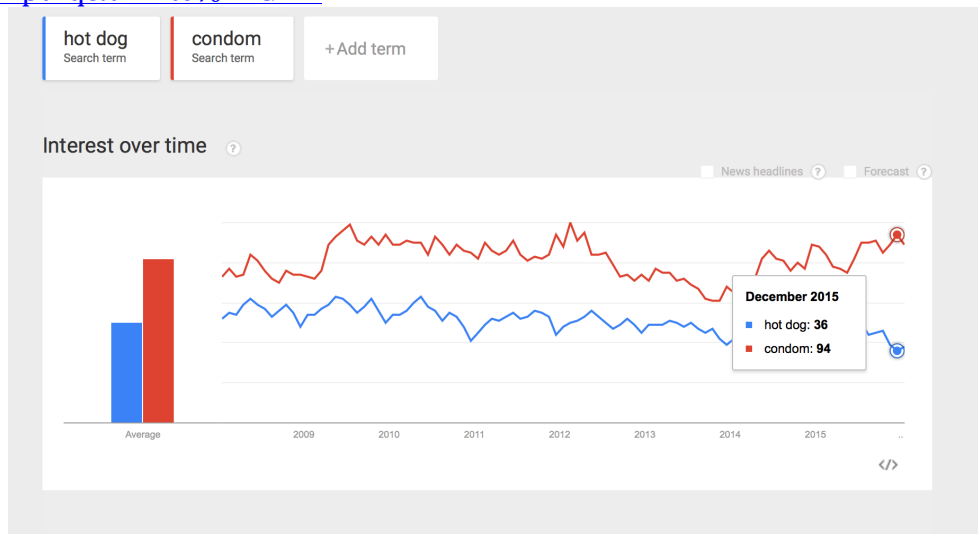
<https://www.google.com/trends/explore#q=eggplant%2C%20condom&gprop=images>



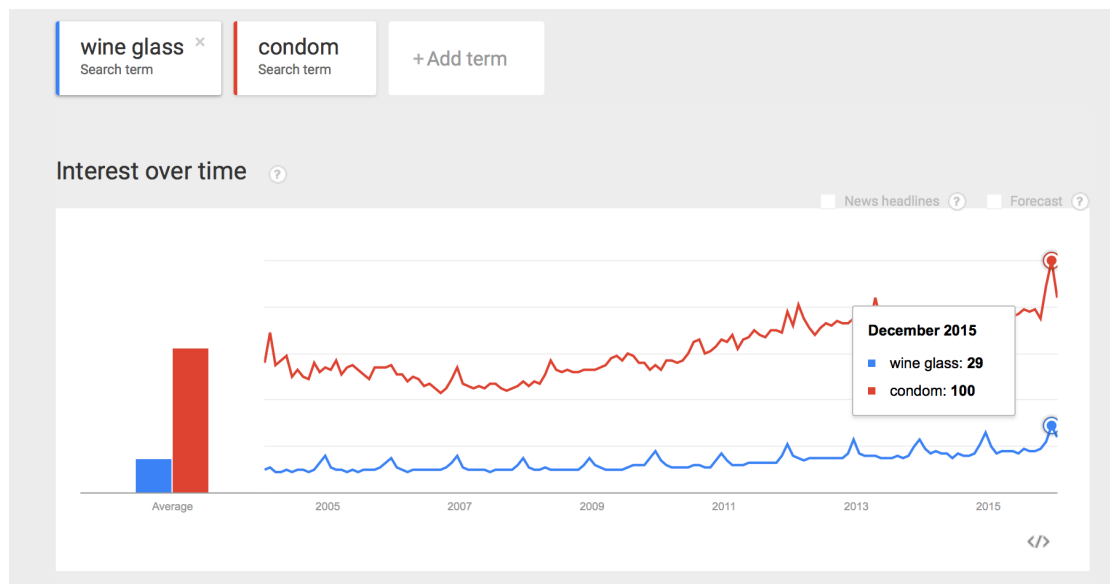
<https://www.google.co.uk/trends/explore#q=peach%2C%20condom&gprop=images&cmpt=q&tz=Etc%2FGMT>



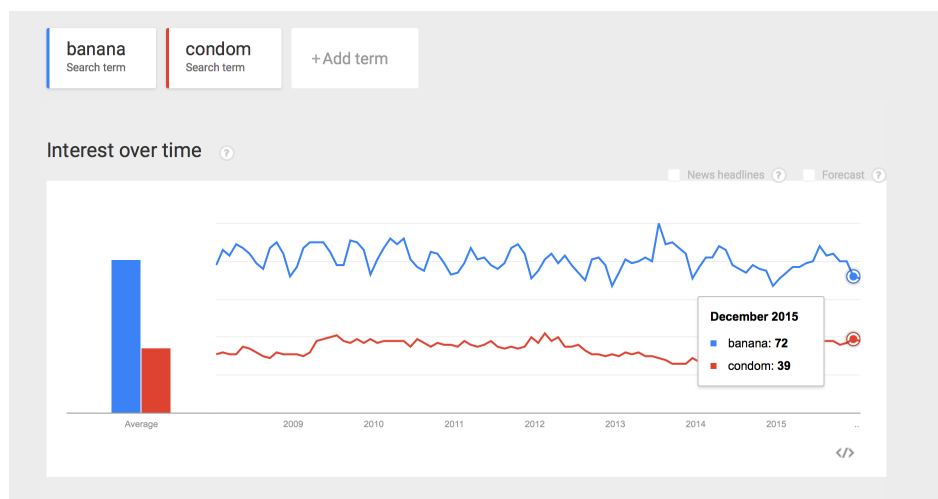
<https://www.google.co.uk/trends/explore#q=hot%20dog%2C%20condom&gprop=images&cmpt=q&tz=Etc%2FGMT>



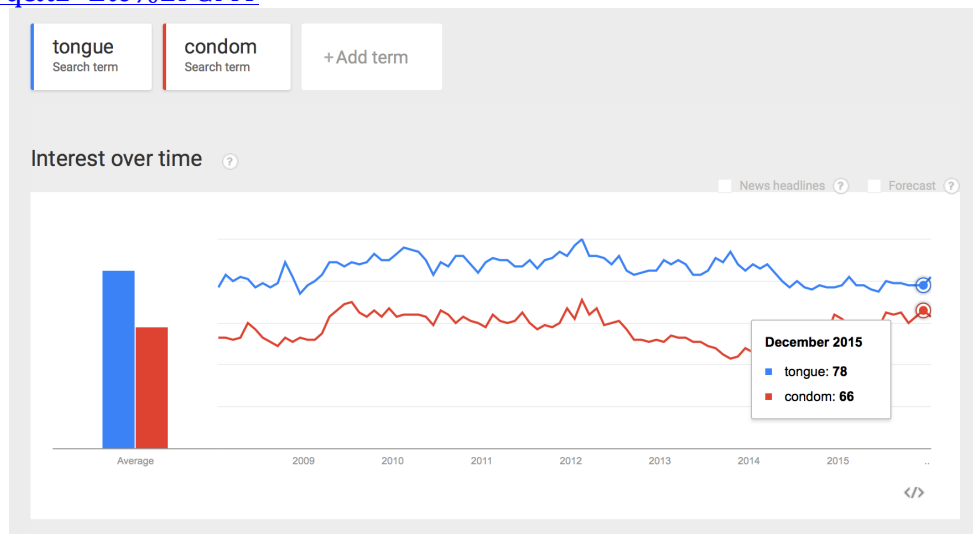
<https://www.google.co.uk/trends/explore#q=wine%20glass%2C%20condom&gprop=images&cmpt=q&tz=Etc%2FGMT>



<https://www.google.co.uk/trends/explore#q=banana%2C%20condom&gprop=images&cmpt=q&tz=Etc%2FGMT>



<https://www.google.co.uk/trends/explore#q=tongue%2C%20condom&gprop=images&cmpt=q&tz=Etc%2FGMT>



For more context on the popularity of the objects used in comparison to the condom:

As of January 13, 2016, iemoji places the aubergine (eggplant) emoji rank at #205 of 1679. This gives a sense of potential usage occasions for a condom emoji as it will likely be additive to aubergine emoji usage initially.

<http://www.iemoji.com/view/emoji/456/objects/aubergine>

As of January 13, 2016 iemoji places the peach emoji rank at #179 of 1679. This gives a sense of potential usage occasions for a condom emoji as it will likely be additive to peach condom emoji usage initially

<http://www.iemoji.com/view/emoji/603/objects/peach>

As of January 13, 2016 iemoji places the wine glass emoji at # 167 of 1679. This gives a sense of potential usage occasions for a condom emoji as it could be additive to the wine glass emoji usage initially.

<http://www.iemoji.com/view/emoji/621/objects/wine-glass>

As of January 13, 2016 iemoji places the banana emoji at #276 of 1679. This gives a sense of potential usage occasions for a condom emoji as it could be additive to the banana emoji usage initially.

<http://www.iemoji.com/view/emoji/599/objects/banana>

As of January 13, 2016 iemoji places the tongue emoji at #76 of 1679. This gives a sense of potential usage occasions for a condom emoji as it could be additive to the tongue emoji usage initially.

<http://www.iemoji.com/view/emoji/675/people/tongue>

Multiple usages: The condom emoji will have a clear role of meaning of a condom and represent safe sex. It will also have a meaning of protection (especially for health).

Emotional Content: A condom emoji can potentially evoke feelings of love, respect, stability, security and protection.

Persistence: This will be a long-term usage emoji that is not a fad.

- D. Image distinctiveness:** This image is distinctive and not similar or replaceable with any existing official emoji. There is no emoji that exists that people would identify as a condom. There is currently no overt symbol for safe sex.
- E. Completeness:** This proposal fills a gap. It is clear how to use and what it means. A condom emoji has the potential to spark conversation about safe sex.
- F. Frequently requested:**

A number of major media outlets and influencers with global reach have suggested over the last couple of years that a condom emoji is missing from the selection of emojis currently available. Some examples include:

- <http://www.buzzfeed.com/adamellis/emojis-that-should-exist-but-dont#.wjMXzQR4B5>
- <http://distractify.com/old-school/2014/09/06/17-emojis-the-world-desperately-needs-1197778750>
- <http://nymag.com/thecut/2015/09/middle-finger-emoji.html>
- <https://www.youtube.com/watch?v=nh8SzLOgCTE> (2:05)

Online discussion of a condom emoji has been tracked in over 100 countries around the world with over 28,000 mentions of 'Condom Emoji'. Online endorsements for the introduction of a condom emoji has reached over 500K across many markets including Latin America, Europe, Middle East and Asia.

Support from select individuals from twitter alone: (other public endorsements of the idea seen on other websites, in print media, on radio and television)

- https://twitter.com/Eerie_Gnomy/status/668095063721930752
- <https://twitter.com/Taschito/status/667838268147281920>
- https://twitter.com/pedroh_sir/status/667837269202587648
- <https://twitter.com/DylanSmuts/status/685542676813475844>
- <https://twitter.com/PrabirTweets/status/685987030199828480>
- <https://twitter.com/Kazomaestro/status/681006868492226560>
- <https://twitter.com/CanadianMak/status/679332681419587584>
- <https://twitter.com/TheDonutShop/status/678548016022855680>
- https://twitter.com/_SuratWala/status/677932143180255232
- <https://twitter.com/MishiShushu/status/677213839184785410>
- <https://twitter.com/jcandiat/status/675014819280519170>
- <https://twitter.com/infogrrrrl/status/675001050051559424>
- <https://twitter.com/kicuneakino/status/674280310318702592>

- https://twitter.com/Hanjoh_/status/674227298481098752
- https://twitter.com/tweetfrom_nitin/status/673547505045340165
- https://twitter.com/akrii_p/status/672783944245370880
- <https://twitter.com/corp8002/status/672350259385909248>
- https://twitter.com/SAINT_avi/status/672335155848069120
- https://twitter.com/lea_zerty/status/672254665845772288
- <https://twitter.com/NotACelebrity/status/672088438095523841>

FACTORS FOR EXCLUSION

- G. Overly specific:** The proposed character is not too specific and can represent safe sex in general as well as protection and health.
- H. Open-ended:** The proposed character is not one of many others that are similar nor does it favour anything or anyone.
- I. Already representable:** There are no other characters that represent safe sex or sexual protection.
- J. Logos, brands, UI icons, signage, specific people, deities:** Not applicable. The proposed condom emoji character artwork is not branded.

4. Character Proposals

Recommendation Proposal: We would like to recommend the colour blue. Blue is not an exclusive or branded colour to any one particular condom brand, please see the following references:

- Trojan use a blue logo on social media:
<https://www.facebook.com/Trojan/>
- Pasante have a blue logo: <http://www.pasante.com/condoms/>
- Lifestyles have Blue packaging across many variants:
<http://www.lifestyles.com/category/condoms/>
- Durex have multiple different foil and packaging colours:
<http://www.safeplayuk.com/assets/saveembarrassment/images/listings/DXSelectFlavours.jpg>



Designed by Shynola especially for this submission. Available for license at no cost.

Back Up Proposal:



Designed by Courtney Brooks and Jamie Craven especially for this submission. Available for license at no cost.

5. Contact

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ISO/IEC JTC 1/SC 2/WG 2
PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646⁹

Please fill all the sections A, B and C below.

Please read Principles and Procedures Document (P & P) from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/principles.html> for guidelines and details before filling this form.

Please ensure you are using the latest Form from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/summaryform.html>.

See also <http://std.dkuug.dk/JTC1/SC2/WG2/docs/roadmaps.html> for latest Roadmaps.

A. Administrative

1. Title:	Condom Emoji Submission
2. Requester's name:	Tamara Greene
3. Requester type (Member body/Liaison/Individual contribution):	
4. Submission date:	13 January 2016
5. Requester's reference (if applicable):	
6. Choose one of the following:	
This is a complete proposal:	Yes
(or) More information will be provided later:	

B. Technical – General

1. Choose one of the following:	
a. This proposal is for a new script (set of characters):	No
Proposed name of script:	
b. The proposal is for addition of character(s) to an existing block:	Yes
Name of the existing block:	Miscellaneous symbols and pictographs
2. Number of characters in proposal:	1
3. Proposed category (select one from below - see section 2.2 of P&P document):	
A-Contemporary	
B.1-Specialized (small collection)	
B.2-Specialized (large collection)	
C-Major extinct	
D-Attested extinct	
E-Minor extinct	
F-Archaic Hieroglyphic or Ideographic	
G-Obscure or questionable usage symbols	x
4. Is a repertoire including character names provided?	
a. If YES, are the names in accordance with the “character naming guidelines” in Annex L of P&P document?	Yes
b. Are the character shapes attached in a legible form suitable for review?	Yes
5. Fonts related:	
a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard?	N/A
b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.):	N/A
6. References:	
a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided?	No
b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached?	No
7. Special encoding issues:	
Does the proposal address other aspects of character data processing (if applicable) such as input, presentation, sorting, searching, indexing, transliteration etc. (if yes please enclose information)?	No

8. Additional Information:

Submitters are invited to provide any additional information about Properties of the proposed Character(s) or Script that will assist in correct understanding of and correct linguistic processing of the proposed character(s) or script. Examples of such properties are: Casing information, Numeric information, Currency information, Display behaviour information such as line breaks, widths etc., Combining behaviour, Spacing behaviour, Directional behaviour, Default Collation behaviour, relevance in Mark Up contexts, Compatibility equivalence and other Unicode normalization related information. See the Unicode standard at <http://www.unicode.org> for such information on other scripts. Also see Unicode Character Database (<http://www.unicode.org/reports/tr44/>) and associated Unicode Technical Reports for information needed for consideration by the Unicode Technical Committee for inclusion in the Unicode Standard.

⁹ Form number: N4502-F (Original 1994-10-14; Revised 1995-01, 1995-04, 1996-04, 1996-08, 1999-03, 2001-05, 2001-09, 2003-11, 2005-01, 2005-09, 2005-10, 2007-03, 2008-05, 2009-11, 2011-03, 2012-01)

C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before?	No
If YES explain	
2. Has contact been made to members of the user community (for example: National Body, user groups of the script or characters, other experts, etc.)?	Yes
If YES, with whom? Social media campaign to users	
If YES, available relevant documents: See proposal and supporting links	
3. Information on the user community for the proposed characters (for example: size, demographics, information technology use, or publishing use) is included?	N/A
Reference:	
4. The context of use for the proposed characters (type of use; common or rare)	Unknown
Reference:	
5. Are the proposed characters in current use by the user community?	No
If YES, where? Reference:	
6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely in the BMP?	No
If YES, is a rationale provided?	
If YES, reference:	
7. Should the proposed characters be kept together in a contiguous range (rather than being scattered)?	N/A
8. Can any of the proposed characters be considered a presentation form of an existing character or character sequence?	No
If YES, is a rationale for its inclusion provided?	
If YES, reference:	
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters?	No
If YES, is a rationale for its inclusion provided?	
If YES, reference:	
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to, or could be confused with, an existing character?	No
If YES, is a rationale for its inclusion provided?	
If YES, reference:	
11. Does the proposal include use of combining characters and/or use of composite sequences?	No
If YES, is a rationale for such use provided?	
If YES, reference:	
Is a list of composite sequences and their corresponding glyph images (graphic symbols) provided?	
If YES, reference:	
12. Does the proposal contain characters with any special properties such as control function or similar semantics?	No
If YES, describe in detail (include attachment if necessary)	
13. Does the proposal contain any Ideographic compatibility characters?	No
If YES, are the equivalent corresponding unified ideographic characters identified?	
If YES, reference:	