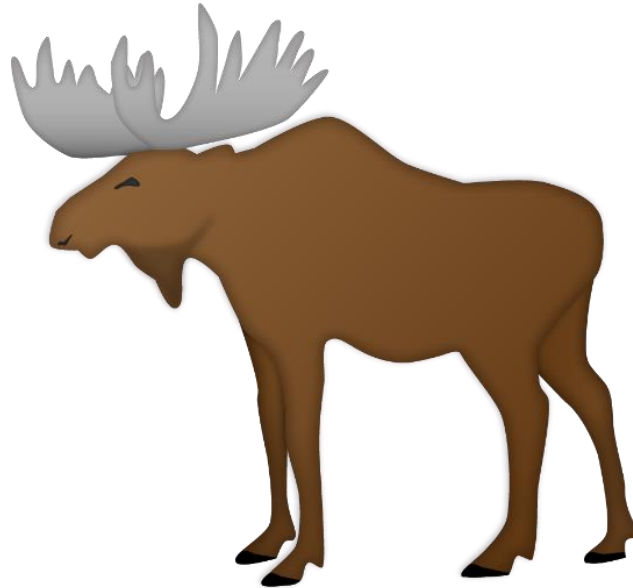


Proposal for Moose Emoji

Submitted by: Elliott Brand

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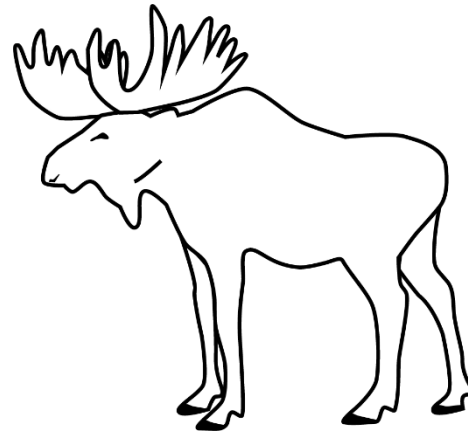
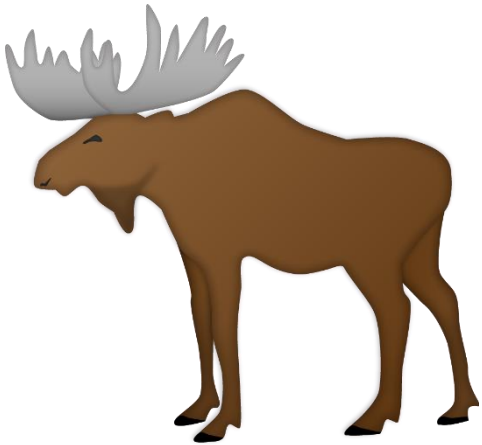
ABSTRACT

This proposal requests the addition of a MOOSE emoji. Despite the fact that the moose is a common symbol used to represent wildlife in boreal habitats and culture in the Northern world, there is not currently a moose emoji.

A moose emoji would fill a noticeable gap in the animal set, which is currently saturated by animals from Southern climates and does not include any animals emblematic of the boreal biome. In addition to being used by individuals and zoologists who wish to easily communicate about the animal, the moose emoji would be used by millions of people who wish to express natural life in sub-Arctic habitats and the cultural identity of Northern states such as Canada, Sweden, and Alaska. Finally, a moose emoji would have significant use as a cross-cultural device to communicate hazards and safety warnings related to moose sightings.

IMAGES

Image Samples:



Size in 18x18:



Size in 72x72:



Credit: Elliott Brand. Free for use in conjunction with this proposal

INTRODUCTION

A dominant figure in the boreal biome across three continents, the moose are an important aspect of life and culture in the Northern world.

With moose populations extending well into the hundreds of thousands in countries such as Canada, the United States, Sweden, Finland, and Russia, the animal has become an icon of northern wildlife. This can be partly credited to the distinct pan antlers, large frame, and drooping nose that makes the animal immediately recognizable to individuals across the world.

In addition to the iconic and distinct appearance of the animal, the moose is known for its status as a safety hazard for vehicles. With a high center of mass, striking a moose often results in roadside fatalities for unsuspecting drivers. As a result, numerous warning systems have been created in countries such as Canada to alert individuals on moose sightings alongside roadways.

A moose emoji would be an important addition to the current set of animal emoji because it would allow individuals in Northern climates to easily express their nature, life, and national identity over social media and help give advocates the ability to quickly warn about safety hazards related to moose sightings near residential areas and roadways.

NAMES

[Suggested short name and keywords, as in the Emoji List]

Moose

SELECTION FACTORS INCLUSION

A. Compatibility

None of the major platforms currently have a moose emoji. A moose emoji is relevant for communication on both social networks (Twitter, Facebook, etc.) and other messaging platforms (Apple, Microsoft etc).

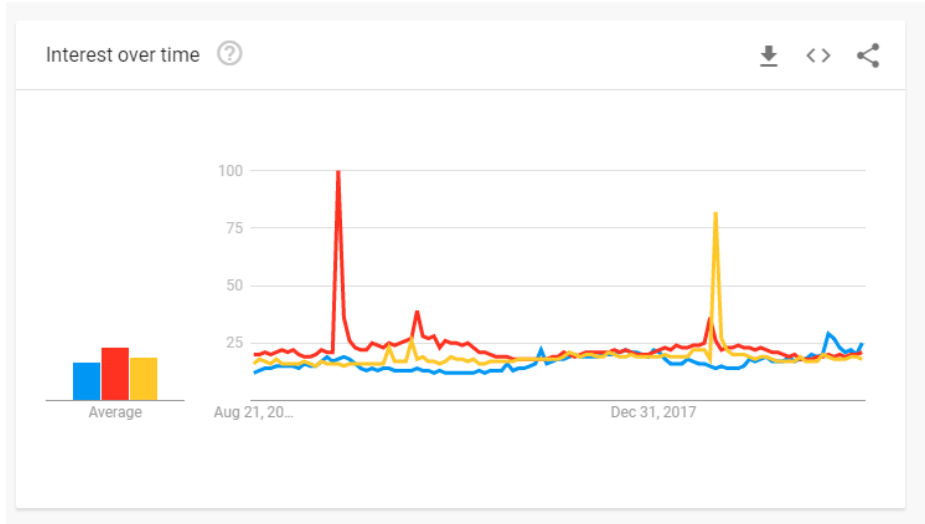
B. Expected Usage Level

Frequency

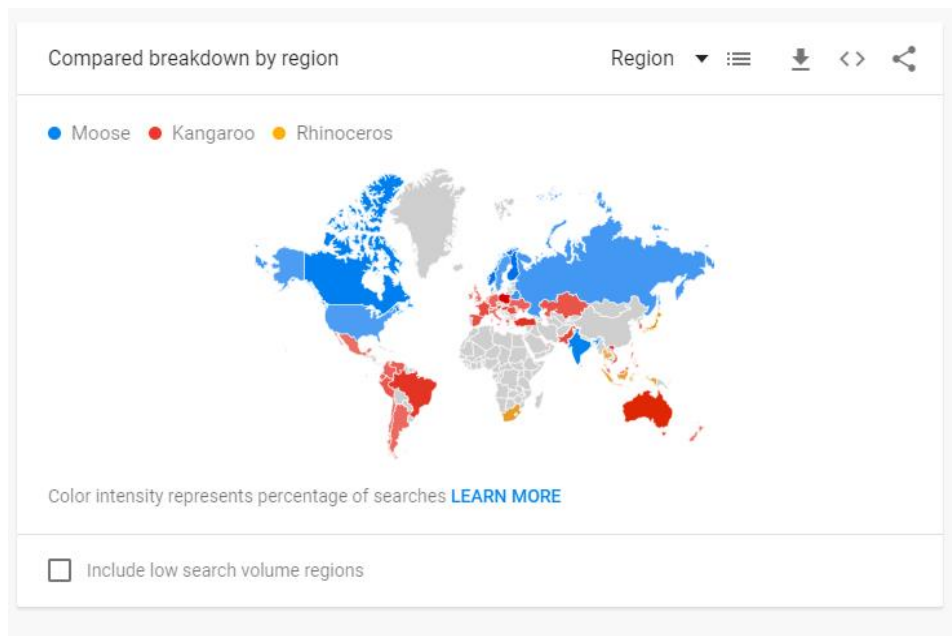
The expected usage of a moose emoji is very high. A Google Trends comparison of similar mammals¹ shows that “moose” ranks comparably to both “kangaroo” (added to Unicode 11.0) and “rhinoceros” (added to Unicode 6.0).²

¹ Similar animals were chosen based on relevant, definable characteristics of the moose, such as it being a (i) large, land-based mammal, (ii) association with certain geographies and ecosystems, and (iii) association of the animal with certain cultures and countries

² Search criteria was between September 19, 2016 and September 19, 2018 and search results specified searches within the category of ‘animal’



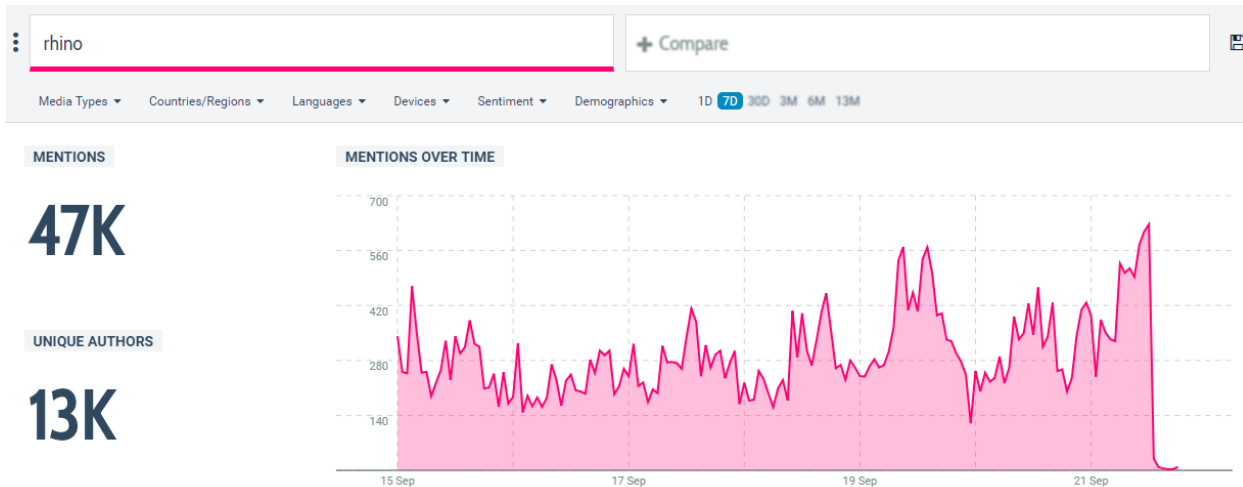
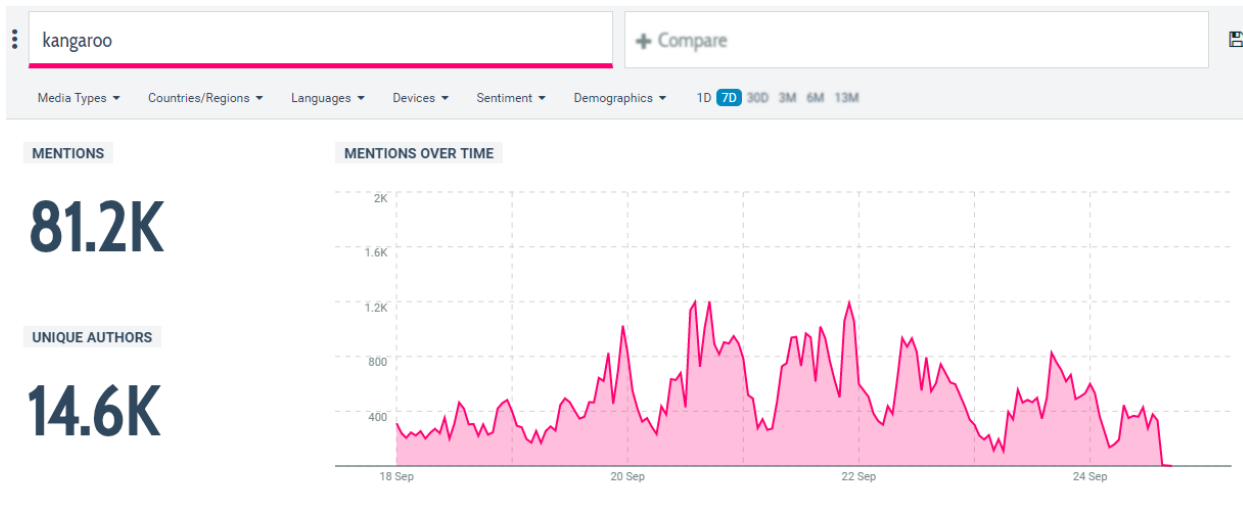
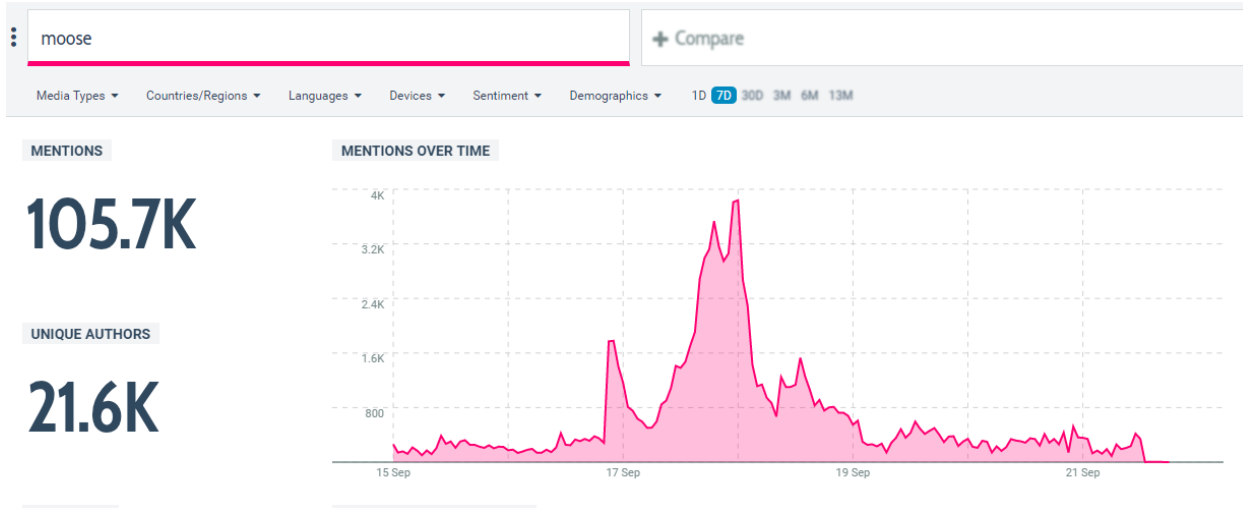
Additionally, there is significant globality to search trends for the term “moose”, with the term trending above “kangaroo” and “rhinoceros” in most northern nations including the US, Canada, Russia, Nordic countries as well as outlier nations such as India. This indicates that a moose emoji would find universal use and would be a beneficial addition to the emoji set for cross-cultural communication.



When evaluating social media interest via Twitter analytical tool TalkWalker³, mentions of “moose” exceed mentions of both “kangaroo” (30% greater interest) and “rhino” (124% greater interest). With tens of thousands more moose-related tweets shared weekly than kangaroo- or rhino-related tweets,

³ Search criteria specified one week ranges for keywords, ranging between September 15, 2018 and September 21, 2018

the reach of Tweets concerning this animal is significantly higher, indicating that the moose emoji would find considerable use along social media channels.



Multiple Uses

There are numerous uses of a moose emoji that highlight the relevance of the proposal.

With a distinct appearance and presence in limited geographies, the moose would be the most easily identifiable symbol of boreal ecosystem and climate ranges⁴ among the existing emoji set. Beyond its use to identify the animal itself, a moose emoji could be used to represent general wildlife and nature within this habitat.

In countries such as Canada and Sweden where there is a large moose population, moose can pose a serious safety concern for individuals in both urban and rural areas. Along highways, moose pose a serious hazard for driving as their large mass can result in fatal auto accidents when struck. This has resulted in the creation of warning systems in countries such as Canada to alert individuals on moose sightings alongside roadways.⁵ Moose are additionally known for entering residential areas and can be hostile when approached⁶. This safety hazard is particularly pertinent for international visitors who do not know the risks associated with the animal. In combination with other emojis, the moose could therefore stand in for public safety warnings for high moose traffic and to alert individuals to not approach the animal.

Finally, for countries such as Canada and Sweden, the moose is considered a national icon. Because of this, a moose emoji could stand-in for verbiage when expressing Canadian or Swedish identity and culture.

Use in Sequences

A moose emoji could be combined with an emoji such as the warning sign (⚠️) to emphasize the risks and hazards associated with approaching moose. When combined with additional emojis such as the car (🚗), further specificity can be added to help warn individuals about moose presence or migration along roadways.

In combination with flag emojis such as the Canadian flag (🇨🇦) and the Swedish flag (🇸🇪), the moose can be used to express life and cultural identity within these countries.

Breaking new ground

The moose represents a new type of animal that is not currently represented by the existing emoji set.

C. Image Distinctiveness

⁴ The Boreal forest is a biome located between the Tundra and Temperate forest climate ranges

⁵ CBC. (2018). Moose hotline launches to prevent collisions | CBC News. [online] Available at: <https://www.cbc.ca/news/canada/newfoundland-labrador/moose-hotline-launches-to-prevent-collisions-1.1252241> [Accessed 24 Sep. 2018].

⁶ Conger, C. (2018). Why are moose more dangerous than bears in Alaska?. [online] HowStuffWorks. Available at: <https://animals.howstuffworks.com/animal-facts/dangerous-moose.htm> [Accessed 24 Sep. 2018].

There is no mistaking this image of a moose and there is currently nothing in the emoji set that could replace a moose. The nearest comparable emoji would be the deer emoji, which has a build that is very visually distinct from the large frame, drooping nose, and unique antler structure of the moose – as well as residing in a very different ecosystem from the moose. Anecdotal evidence of tweets shows that individuals do not see the deer emoji as a suitable substitute for the moose (see Section E).

D. Completeness

The moose would contribute to the animal emoji set, which currently largely dominated by farm animals and animals found in the Southern world such as zebras, giraffe, elephant, pig, and ram. A moose emoji would help complete the emoji set by introducing an animal from the boreal habitat type, which is not currently represented by existing pictograms.

E. Frequently Requested

There is strong demand for a moose emoji, as illustrated by numerous social media examples listed below. Additionally, numerous localized non-unicode sets exist which include the moose emoji, including Swemoji (a Swedish emoji sticker set) and EHmoji (a Canadian sticker keyboard), highlighting the relevance of moose emoji in these regions.

The following are examples of moose emoji requests that have appeared on Facebook and Twitter. Posts were selected to represent a basket of interested groups, including personal posts, posts by organizations, and business posts.

Network	User	Post	Engagements
Facebook	Apple Saddlery	Why isn't there a moose emoji? 🐾🐾 <i>Sharing I Love Alaska's Post</i>	511
Facebook	Ontario Proud	Moose on the loose! Why isn't there a moose emoji?? 🐾🐾🐾🐾🐾🐾	199
Facebook	Lema's Kokopelli Gallery	New Fimo put online just today. A moose. A...MOOSE!! 🐾. Why is there not a moose emoji? 😊 Shop now while they last!	75
Twitter	@jennreed77	Does anyone have a moose emoji? All I have is a deer #NotTheSame	2
Twitter	@knitandski	Why is there no moose emoji though. I would use that one loads.	5
Twitter	@anna_bredava	a moose emoji, I didn't study Swedish for 5 years for nothing	4

Requests for a moose emoji are posted on Twitter daily. Below are a sample of recent posts.

- 

Thank you Zetterberg! @SaucySlimbaugh · Sep 20
Replying to @DetroitRedWings
Is there really no **moose emoji** @AppleSupport

🗨️ ↻ ❤️
- 

Jennifer Reed @jennreed77 · Sep 19
Does anyone have a **moose emoji**? All I have is a deer #NotTheSame

🗨️ 1 ↻ ❤️ 1
- 

David Parks @_Parksie · Sep 17
iOS12 comes out & still no **moose emoji** 😞

🗨️ ↻ ❤️
- 

Dustin 🍌 @Barnett_Dustin · Sep 16
Can we get a **moose emoji**?

🗨️ ↻ ❤️ 4
- 

Christie niDonnell @CompleatProduct · Sep 16
Replying to @DavidDiscenza @InfoSecHotSpot
'Zacly! Also--why no **moose** or squirrel **emoji**, @TwitterSupport?

🗨️ ↻ ❤️ 1
- 

Michael C Thomas @MooseT187 · Sep 14
Oh F yeah (if there was a **moose emoji** this is where there'd be 10).



Brian Brettschneider @Climatologist49
In other news, ... #moose

🗨️ ↻ ❤️ 1

Finally, interest for the moose is demonstrated by the fact that it was submitted to Unicode in the past, however was rejected because it did not include a proposal form.

SELECTION FACTORS EXCLUSION

F. Overly Specific

The proposed character is a broad symbol for many types of moose-type creatures. While there are numerous subspecies of moose within the family, the proposed character is visually representative of all variants.

G. Open Ended

The moose emoji would not be an addition to a group of moose-type emojis. Currently there is no equivalent for the moose subfamily or boreal animal type in the animal emoji set.

H. Already Representable

A moose cannot be represented by existing emojis.

I. Logos, Brands, UI Icons, Signage, Specific People, Deities

Although numerous sports teams and organizations use a moose for branding, the image of the moose cannot be trademarked because it is an animal.

J. Transient

With millions of moose existing in populations across Asia, Europe, and North America, the conservation status of the moose is of low concern. Furthermore, given the distinct appearance and prevalence of moose in Northern habitats, the moose is a common symbol of natural life within Northern countries. Provided this, there is currently and will continue to be a need for a moose emoji.

K. Faulty Comparison

While this proposal used existing emojis as points of reference to highlight interest in the glyph, there is no similar emoji in the current set.

SORT LOCATION

- Category: Animal-Mammal
- Location: Emoji before it in the category (Deer)

AUTHOR BIO

Elliott Brand (elliott.brand@queensu.ca) is a recent graduate of the Commerce Program at Queen's University with over five years of experience in marketing, sales, and design.