

Pitch an Emoji!

Saatchi & Saatchi Summer
Intern Project 1

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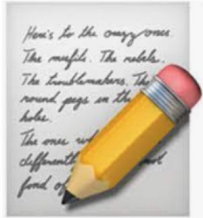
Why TW?

Strategic Summary

The Ask

**Your Team's Assignment:
Pitch a new Emoji to Unicode**

How Emoji's Get Made



People submit
their proposal



Unicode
subcommittee
reviews all pitches
and selects
"Provisional
Candidates"



Full Unicode
committee selects
final approvals,
creates the design
and publishes the
emoji

Let's Dive in!

The *new 20's*
haven't exactly
been "roaring" like
we thought they
would be...



People: "I want 2020 to be like the
roarin' twenties!"

Earth: "Alright, infectious disease
is spreading."

People: "No, not like that."

Earth: "The US stock market is
tanking."

People: "Wait..."

Earth: "LMAO Bars can't be open
anymore."

1:10 AM · 17 Mar 20 · [Twitter for Android](#)

We've suffered a pandemic



Fought against
police brutality
and racism



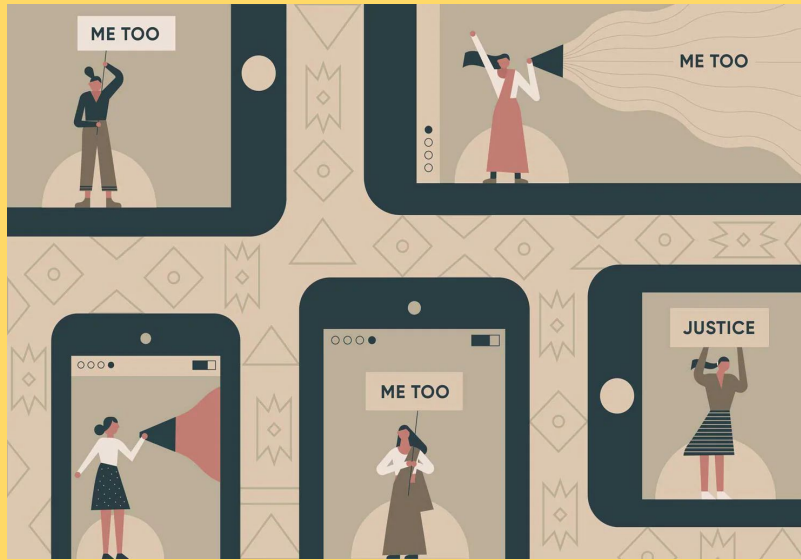


Witnessed a rise in hate crimes
against Asian Americans

2 · Entertainment · Trending

#MeToo 

14K Tweets



Read countless stories of sexual violence that have come to light as the **#METOO** Movement continues

If there is one word we would use to describe the collective experience of 2020-2021 it would be...

TRAUMATIC

The worst part is that it seems almost impossible to escape it

Trauma is being thrown in our face everywhere we go whether that's Instagram, Facebook, Twitter or TikTok. Videos, photos and descriptions of violence are being broadcasted constantly across all news networks.



And the line of irresponsibility is crossed
when the imagery becomes **trauma porn**.

Definition of *Trauma Porn*:

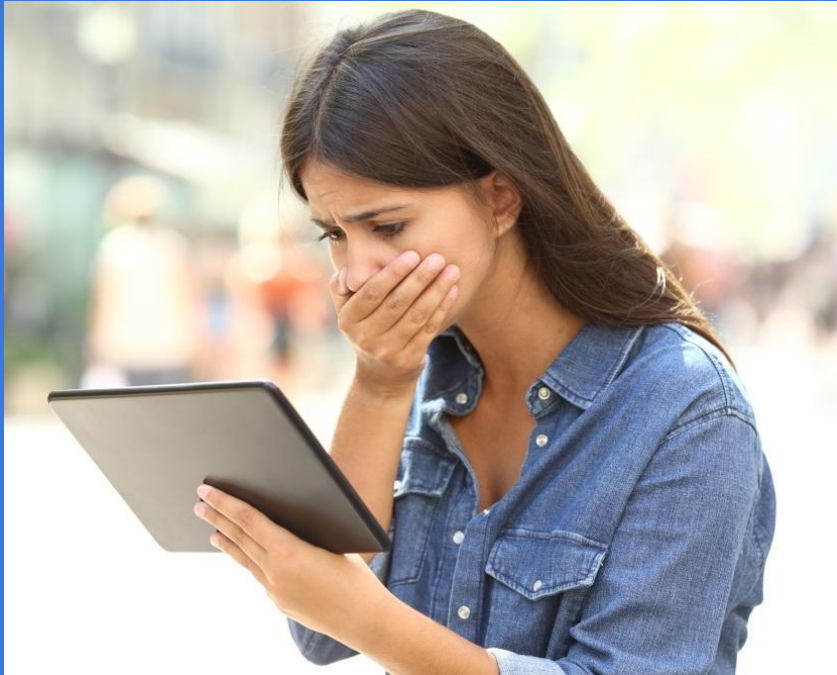
Any type of media — be it written, photographed or filmed — which exploits traumatic moments of adversity to generate buzz, notoriety or social media attention.

It is important though for people to stay informed and to spread awareness in order for justice to be served.

The line between spreading awareness and Trauma Porn has become blurred...

But problems arise when traumatic imagery is **irresponsibly handled.**

The unfortunate truth is that this type of content sells, it gets the most clicks and the highest ratings which has incentivized the rise of turning people's traumatic experiences into a spectacle to profit off of.



Trauma Porn is **desensitizing, dehumanizing** and causes **deep distress**.

According to research led by Dr. Pam Ramsden from the University of Bradford's Faculty of Social Sciences, people can develop post-traumatic stress disorder-like symptoms by viewing images associated with disturbing news events on social media.

The Prevalence of Post-Traumatic Stress Disorder

Individuals with PTSD have intense, disturbing thoughts and feelings related to their experience that last long after the traumatic event has ended.

According to the American Psychiatric Association, PTSD affects ~3.5 percent of U.S. adults every year, and an estimated one in 11 people will be diagnosed with PTSD in their lifetime.

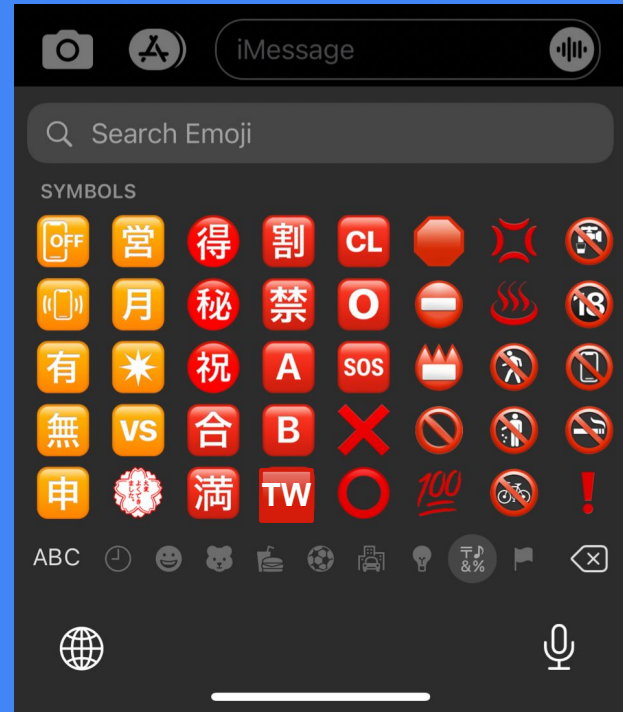


The Problem

**Trauma Porn has infiltrated our media diet
and it is detrimental to our mental health.**

The Solution

We need Unicode to create a Trigger Warning(TW) emoji.



GET social media users sharing impactful yet sensitive content

TO disrupt their captions

BY providing them with an eye-catching TW emoji

What do these terms mean?

A trigger is any stimulus such as a sight or sound that causes a person to experience feelings of trauma.

A trigger warning is a statement made prior to sharing potentially traumatizing content. That content might include graphic references to topics such as sexual abuse, self-harm, violence, eating disorders, and so on. These terms stem from psychiatric literature on post-traumatic reactions.



Digital Usage: “TW” as a texting acronym



These two letters have created their own meaning in internet culture. Just as coined texting acronyms such as “**omg**”, “**SOS**”, “**OK**”, and “**LOL**,” have created meaning in online spaces, so has “**TW.**”

Where do we see it?

- Online chatrooms and forums
- Blog posts
- Social media posts (Twitter, Tumblr, Reddit etc)
- Tiktok videos
- Articles/News Reports

tw // police brutality , racism , violence

-
-
-

what happened in milan, italy
rts are appreciated

3:25 AM · 6/28/21 · [Twitter for iPhone](#)

7,601 Retweets 137 Quote Tweets 6,449 Likes

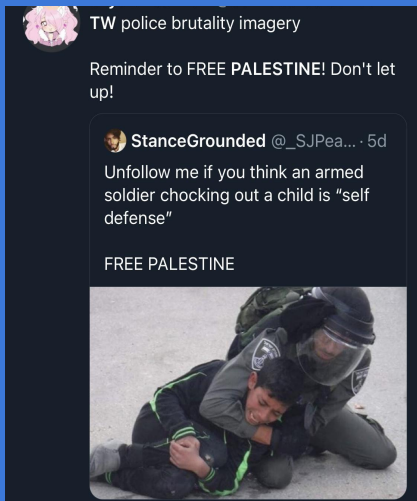
tw // **homophobia** , mention of suicide

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·
·

what's happening in poland rn and the case of our minister of education.

3:41 PM · 6/26/21 · [Twitter for Android](#)

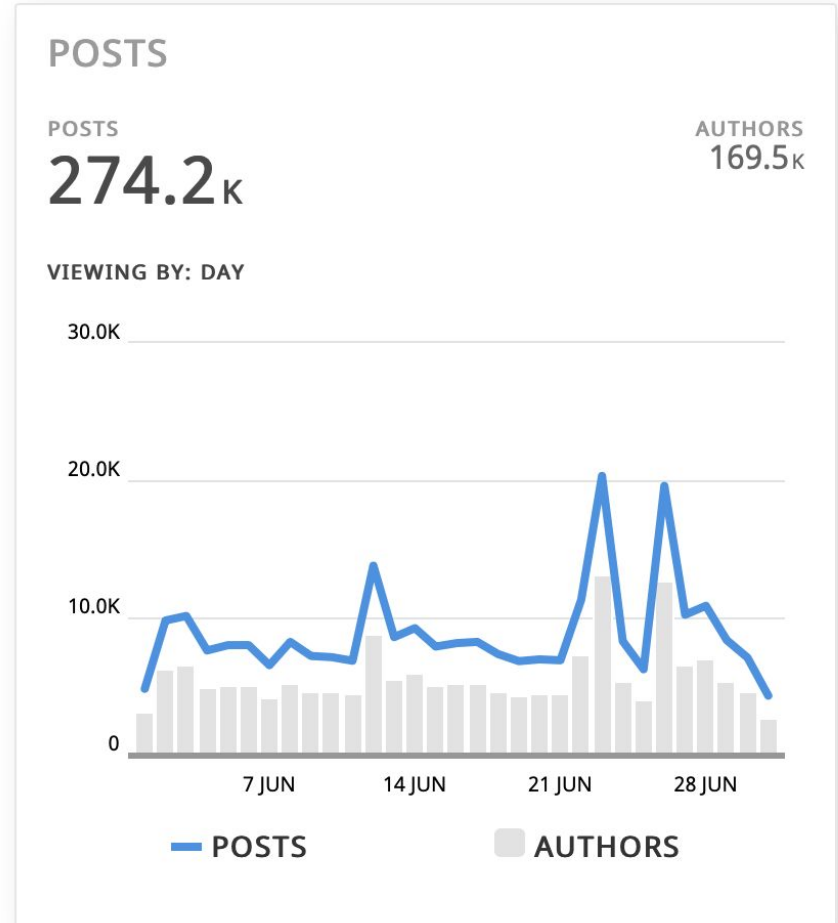
2,538 Retweets 53 Quote Tweets 3,050 Likes



In the last 30 days....

The term “Trigger Warning” was used in 274,000 social media posts

With 169,000 unique authors using the term “Trigger Warning”



To provide context.....

“Content Warning”



“Sensitive Content”



TW sub-communities

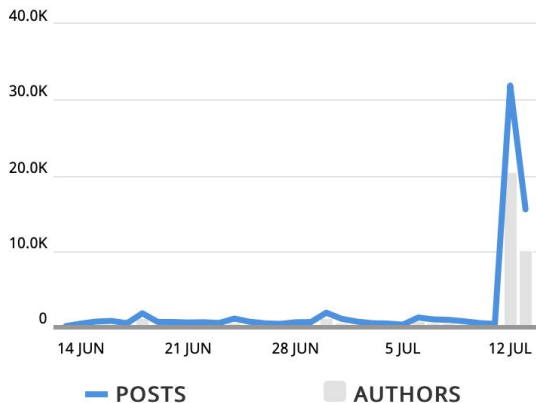
“TW: sexual assault”

POSTS

POSTS
66.8k

AUTHORS
42.9k

VIEWING BY: DAY



“TW: racism”

POSTS

POSTS
30.2k

AUTHORS
19.1k

VIEWING BY: DAY



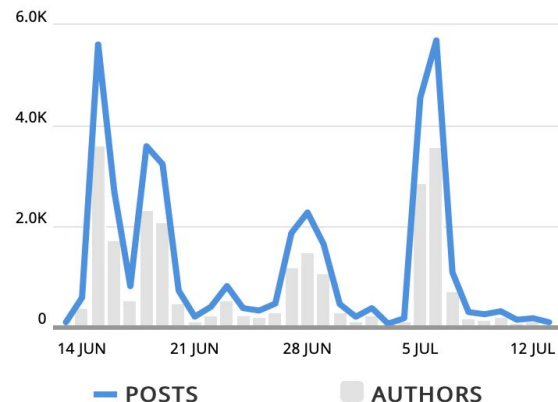
“TW: homophobia”

POSTS

POSTS
39.5k

AUTHORS
24.9k

VIEWING BY: DAY



The emergence of TW sub-communities indicates these terms already have a place among the discourse between victims and activists. Victims of sexual and racial violence, members of the Black Lives Matter, LGBTQ rights and #MeToo movements...each of these vulnerable groups and many others would benefit the most from the protection a TW emoji provides.

We find it interesting that...

The most engaged post this month using the term ,“Trigger Warning”, wasn't even in English!

This use of this term has transcended cultural and language barriers and has become a term that's becoming ubiquitously understood.

POPULAR POSTS

ALL



SORTED BY ENGAGEMENTS ▾



p&upée @poupeeprime

Jun 26



ทวิตคลิปรถชน ช่วยติด trigger warning หน่อยค่ะ อันนี้สมควรติดจริงๆ ไม่ใช่แบบเอามาล้อหรือกวนตีน ไอ้ที่ควรติดไม่ติด ไอ้ที่ไร้สาระมีงขยันทิดกันจัง

8.7K

Engagements

8.7K

Retweets

0

Replies

The Insight

The security of our mental health is becoming recognized as a human right and the way we communicate online has evolved to fight for this right.

Why is a TW emoji
the right solution?

Why is an emoji necessary when we can just spell out “Trigger Warning” or “TW”?

An emoji is easier to recognize than a spelled out phrase because it disrupts the caption with bold font and bright colors. It also makes communication more efficient for social media platforms that limit character counts.

Why should the emoji be the color red?



An eye tracking experiment was conducted to investigate the relationship between eye gazing movements and the color attributes of effective communication

With consideration to the context of smart phones, the study focused on icon arrays, and thus each stimulus set of colors was composed of 25 color square patches arrayed in the format of a 5 by 5 grid.

It was revealed that subjects were more attentive to warm colors than to cool colors, particularly red.

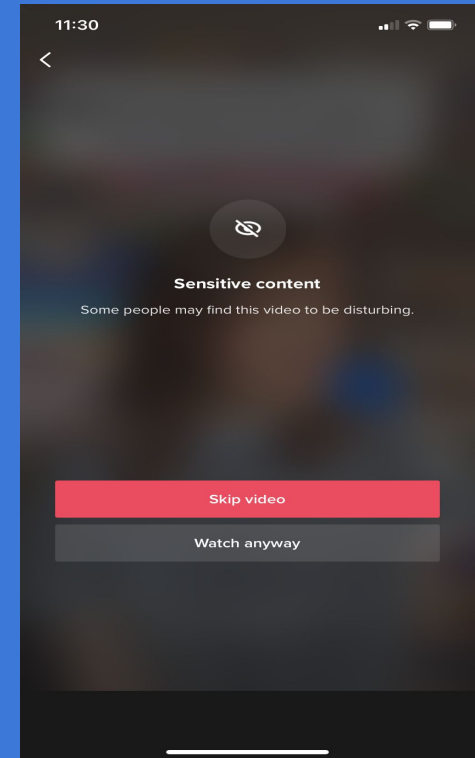
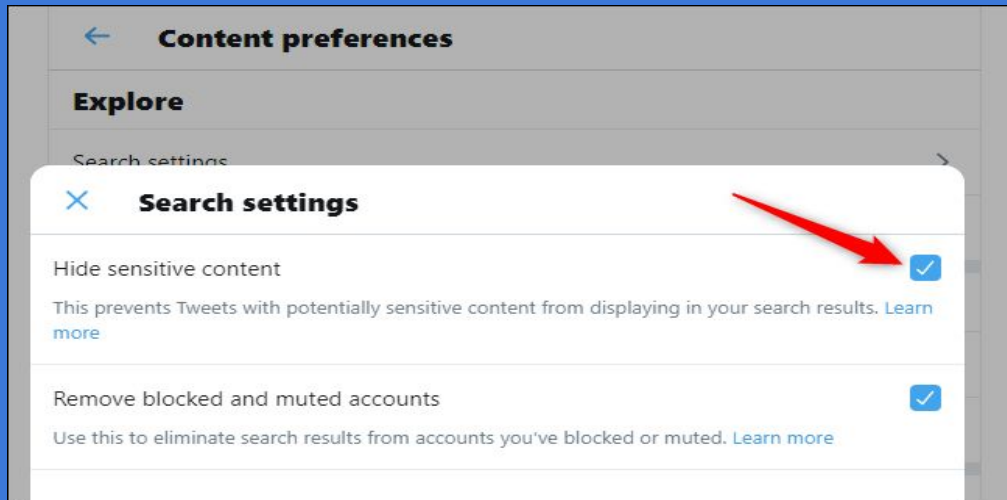
The color red **gets people's attention** and it holds it, which is why it's the most popular color for marketing.

This makes it the perfect color for stop signs/emergency symbols

A red “TW” emoji would be perfect to be the identifiable symbol to protect those affected from sensitive subject matter

Why an emoji when platforms like Twitter, TikTok and Instagram already have Sensitive Content Settings?

While these sensitive content features can potentially be effective it is important to remember that social media platforms have control over what is deemed sensitive content. The creation of a TW emoji democratizes this control by giving social media users the freedom to decide what they want to see online.



Strategic Journey

Problem: Trauma porn has infiltrated our media diet and it is detrimental to our mental health.

Insight: The security of our mental health is becoming recognized as a human right and the way we communicate online has evolved to fight for this right.

Solution: The “TW” emoji is the next best step in this evolution because it will disrupt digital captions in a way that has never been done before.

Citations

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