

Communicating Through Imagery - US - December 2015

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More than 80% of Americans are communicating with others through text, email, or social media. As smartphone and tablet ownership increases, people are more likely to send abbreviated messages and lean on images to indicate tone and provide nuance.

This report looks at the following areas:

- Brands may find difficulties in using emoji language
- Younger consumers shift their attention to niche social platforms
- For digital images, usage and familiarity are sensitive to age

Although more than half of US adults have a general awareness of digital images such as selfies, emoticons, and emojis, far fewer are using these images regularly. Younger consumers are more likely to use images in their communications, but there is significant interest across age groups in connecting with brands using emojis and other image types.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Companies use emojis to communicate with consumers
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- Next level emojis
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- Companies introduce branded emojis
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- Brands talk to teens in their language
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- Millennials may be turned-off by brands' overuse of emojis

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- The Facebook "dislike" button
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- Pinterest and Instagram add more options for advertisers
- Snapchat rebuffs buyout bids

Image-sharing Platforms

- Facebook
- YouTube
- Pinterest
- Tumblr

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Vine

Snapchat

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