



# Pinky Promise

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# Pinky Promise

## Formal Name:

- Pinky Promise

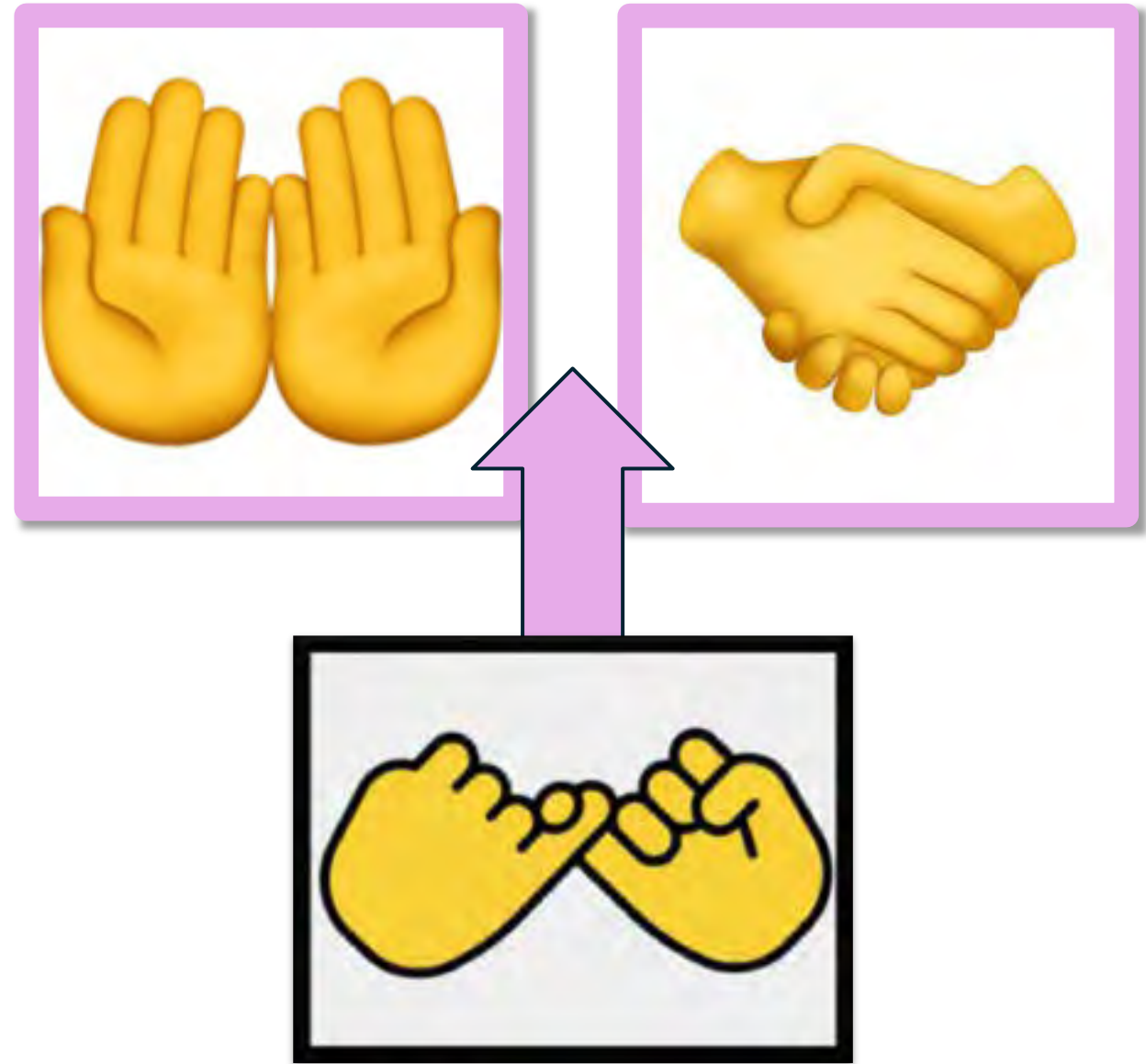
*Two interlocked hands tilted at 45° angle with pinky fingers tightly linked*

## Keywords:

- Swear, Agreement, Bond, Fancy, Link, Vow

## Category:

- Hand Symbol & Relationship
- Between 207 & 208



# Multiple Concepts

- **Promise**

- Childlike gesture used to indicate a promise made between two individuals

- International Significance → has Asian origin (*Yubikiri*)

- **Loyalty**

- In mature relationships, pinky promises can be used to demonstrate fidelity

- **Astrology**

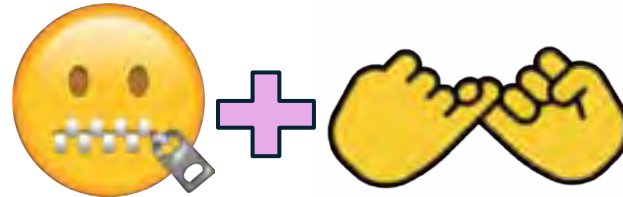
- Mercury ruled finger (communication)



# Emoji Conjunctions

## Zippered Mouth:

Express the message of not relaying a secret and "promising" to not share the information presented



## Trophy + Ball:

Expressing the message of winning a competition. This shows having teamwork is a big part of this team when used in this context



## Heart + Ring:

With this conjunction the ring and heart, and pinky promise would be shown in a loving relationship or wedding



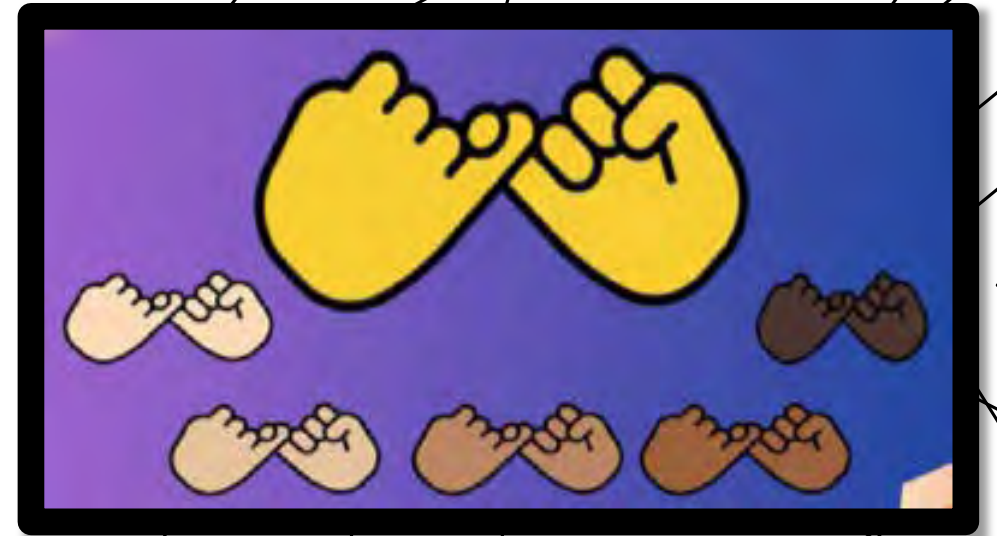
# How Does It Fit In?

## Breaking New Ground: Yes & No

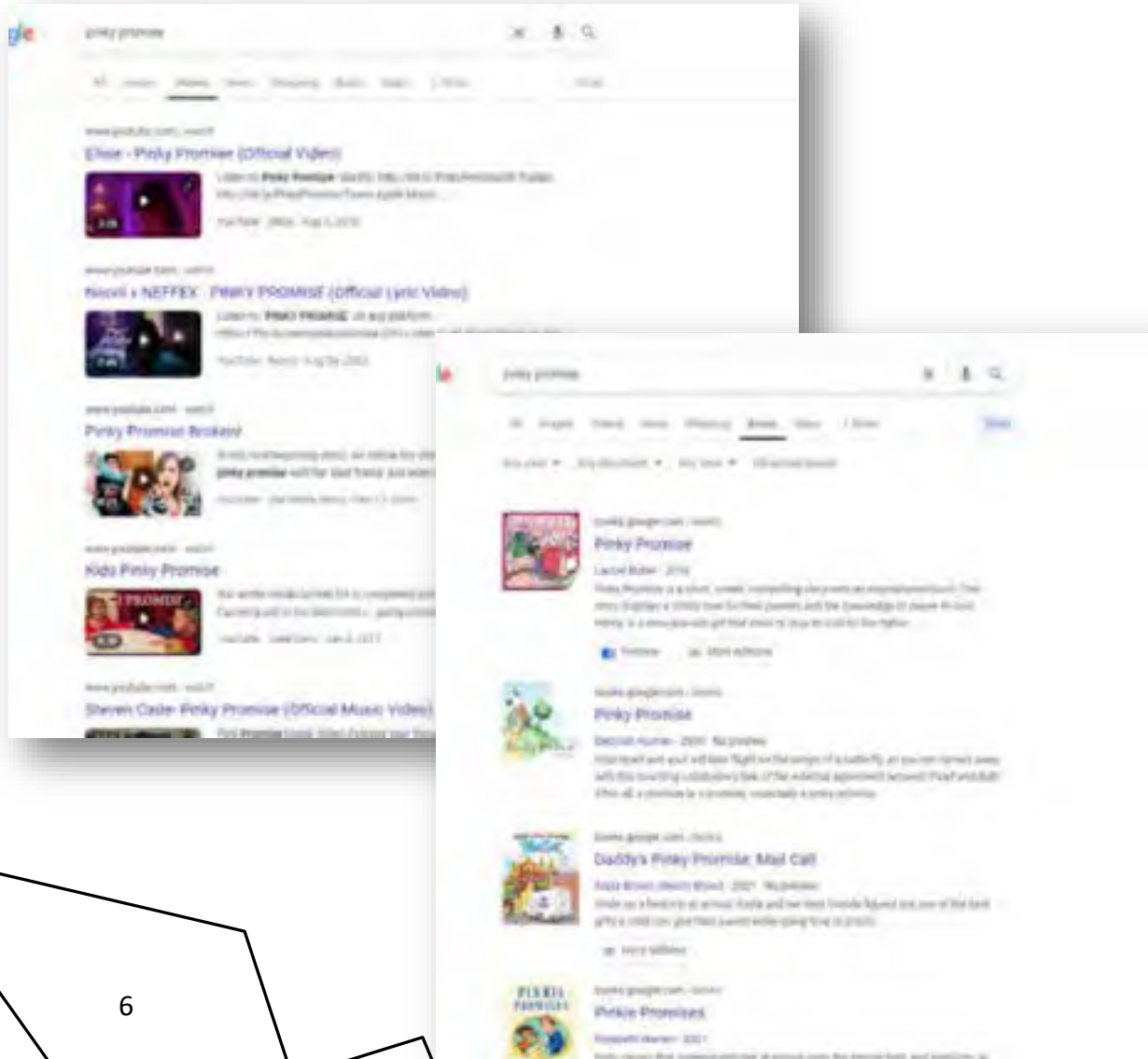
- There are hand symbols in the emoji collection
  - Incomplete Category: None solely emphasize the pinky
- Ones that currently (slightly) convey a promise...handshake, fingers crossed

## Visual Distinction:

- Clearly a hand
  - Can be inclusive by following the trend of the traditional yellow hue + 5 skin tone options
- Users are very familiar with the use of hand gestures to denote certain feelings/expressions



# Frequency: Video + Books



- Numerous books have been written detailing the nuances of a "pinky promise"
    - Typically children's books
  - Several types of videos have been created around the concept
    - Music, YouTube, etc.
  - Song
    - Title: Pinky Promise
    - Artist: Ellise
- I pinky promise I don't love you anymore*  
*I pinky promise I don't love you anymore*
- lyrics signify a commitment of lost feelings

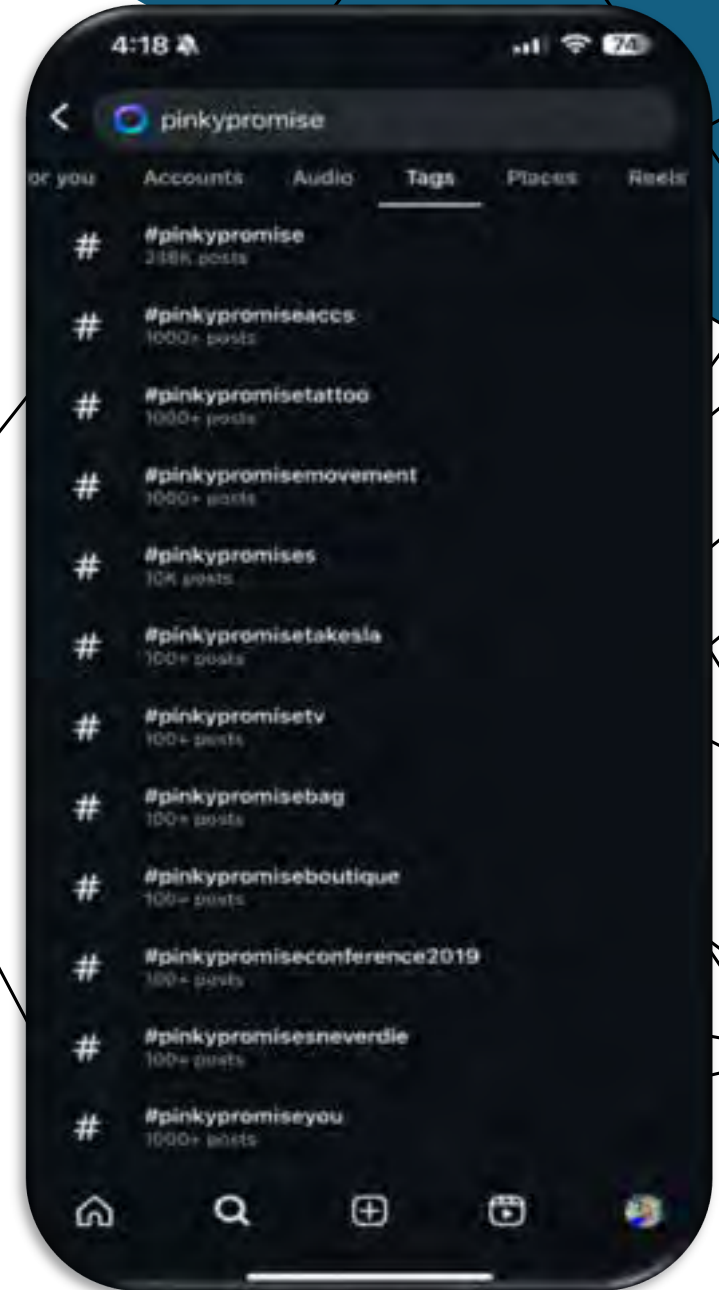
On social media!



The specific hashtag  
**#pinkypromise has 63.0k posts on TikTok!**



On Instagram,  
**#pinkypromise has 246k posts!**

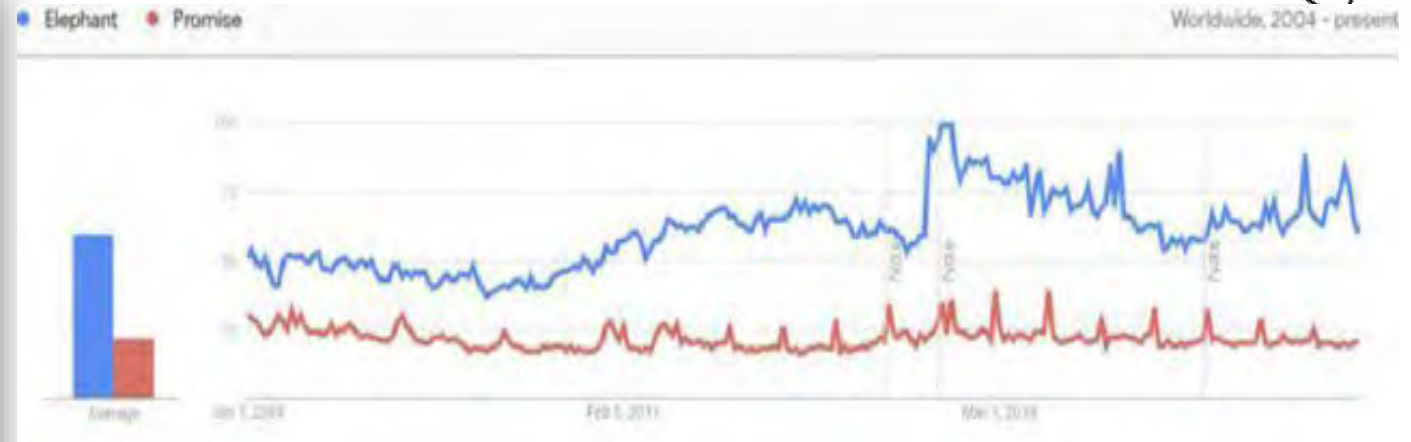
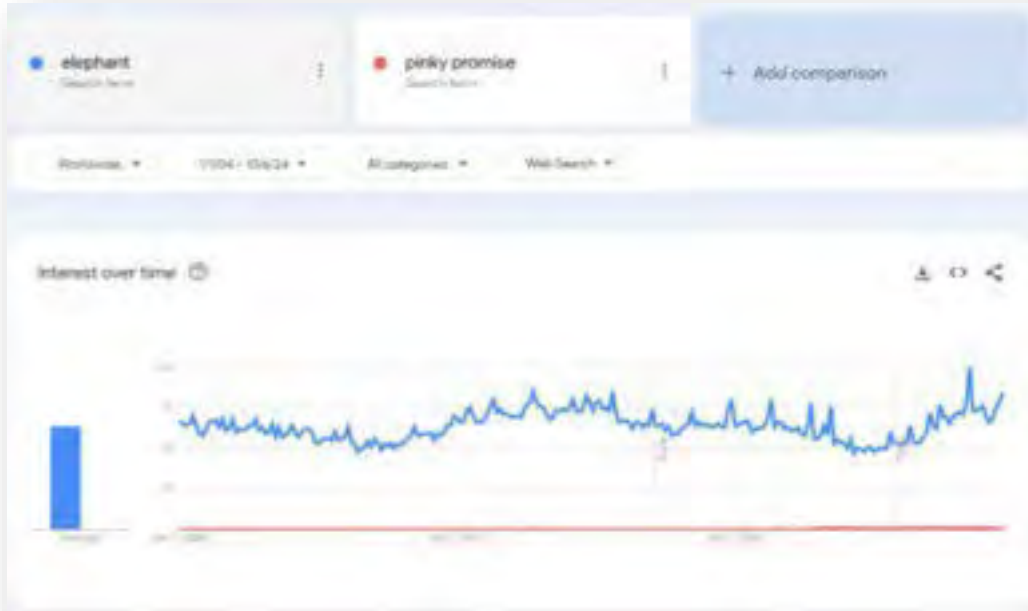


Here is a current TikTok trend regarding a **Pinky Promise Unity Ceremony**





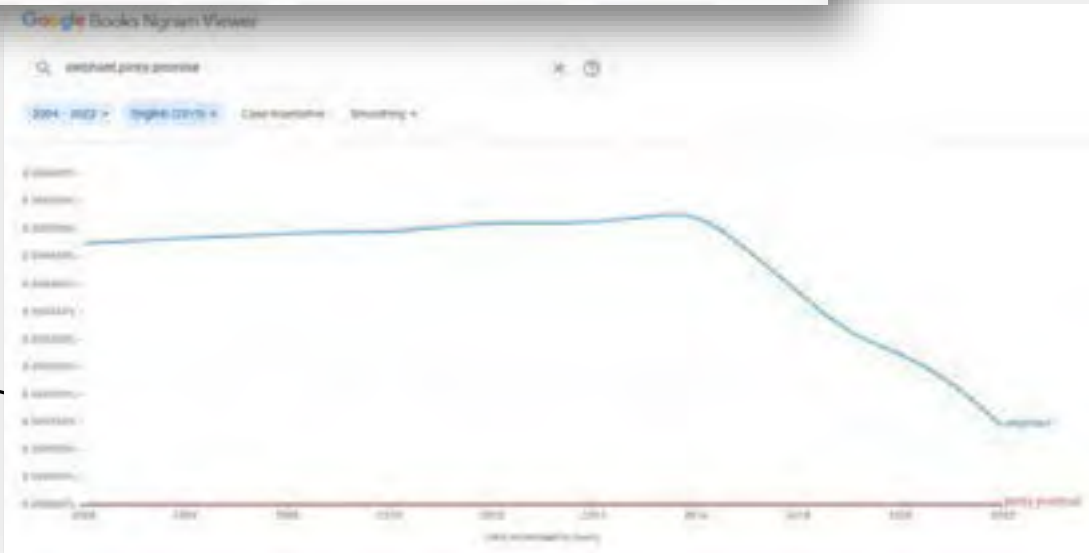
# Frequency: Trends



- Unfortunately, the phrase is not very trendy in comparison to others but the word promise is pretty relevant in terms of search frequency

## HOWEVER

- People still utilize the physical action frequently



# Factors for Exclusion

Topic	Rationale
Already Represented	While other emojis express the essence of “promise” (handshake + index finger), no other emoji illustrates that meaning regarding a "pinky promise"
Overly Specific	It is not overly specific since it can be used to convey multiple messages and combined with other emojis
Transient	The human body is so consistent that the hand's anatomy will remain the same. Pinky promises have stood the test of time & if they ever became obsolete, humans would surely have another meaning/usage for the pinkies being interlocked.
Justified by an Existing Emoji	<i>Handshake, Ok, High 5</i> : all hand symbols that non-verbally indicate some form of human expression

# Conclusion

- Distinct
  - Not already represented by the current emojis
- Maintains cultural relevance
  - Withstand the test of time
  - Can be incorporated within trends
- Versatile
  - Works well in conjunction with other emojis
  - Varying potential usages



This will be a widely  
used, accepted &  
appreciated  
emoji...we pinky  
promise :)

