cell() with markdown + exact_match=True: **[ ]** 😆 😄 ✌️

cell() with markdown + exact_match=False: **[😄 😁]** 😆 😄 ✌️

cell() with markdown + matching font style: **[😄 😁]** 😆 😄 ✌️

cell() with markdown + bold-italics: *{**[**😄 😁**]** 😆 😄}* ✌️