

Objective

- To assist retailers in merchandising products based on themes such as cultural heritage, events, holidays, or topics
- To set standard themes for all publishers and retailers in an effort to reduce the cost and improve the efficiencies of doing business for the entire industry

Overview

The Book Industry Study Group (BISG) is responsible for maintaining the BISAC Subject Heading and Merchandising Themes lists and providing guidance to the implementation and use of the lists by publishers, retailers, and other interested parties. The Merchandising Theme list is a new standard to be used throughout the supply chain to categorize books based on cultural heritage, events, holidays, or frequently requested topics. The Merchandising Theme can enable the grouping of books by specific themes for better merchandising either in the store or online.

Implementation

1. Assign a person or team with marketing background to make the theme assignments for the entire backlist. It will be important that this person or team be familiar with the product for which themes are selected.
2. Determine the appropriate theme(s) to be assigned to each book by comparing the subject of each book with the theme list.
3. Develop a list (use a spreadsheet or include the information in data tracking systems) of ISBNs, titles, and the assigned themes to assist in maintaining and updating the category information as needed.
4. Theme assignment for new titles should be made during product development.
5. The themes are not printed on product.

Implementation to Catalogs and Product Listings

1. Determine how to provide this information to each of the industry participants. This might be done via mail, fax, email, electronic file, or sales representative. Be sure to add the new product theme that has been assigned for each new title to the information distributed to these customers.
2. Forward the list of theme assignments to those in the industry that maintain a list of your products such as distributors, retail chains, dot coms, and electronic product catalogs, or databases.

3. Some of these customers will be able to take more than one Merchandising Theme for each book so you may assign one or two other codes to submit to these customers.
4. Be consistent when assigning themes and communicate them to your customers in as many ways as possible. This will help to get the right book to the right consumer.

Theme Change Requests

1. BISAC New Code Addition (no current BISAC code exists) or Existing Code Revision (i.e., change in terminology)
 - a. Submit an email request to leslie.mosher@zondervan.com.
 - b. Leslie will submit requests to BISG for approval.
 - i. Note: Merchandising Theme changes must be approved by BISG, and then approved by the BISAC Board. Often board approval is not requested until there is a significant collection of codes since revisions to the master list have extensive implications.