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À LA UNE

Kakao Preps All-in-One "Membership," Redrawing Asia's Subscription-Loyalty Map

A single paid bundle across entertainment, commerce, mobility and payments takes direct aim at Naver Plus and Coupang Wow — and previews a model every super-app operator in the region will be watching.

South Korea's Kakao is readying a beta version of "Kakao Membership," a single paid subscription — Kakao expects to bundle all services listed, spanning entertainment (Melon, Kakao Webtoon, KakaoPage), commerce (Kakao Shopping, Zigzag) and mobility (Kakao T) — with discounts and reward points spanning the bundle and anchored through the near-ubiquitous KakaoTalk app. It's a direct shot at Naver Plus and Coupang's Wow membership — though Kakao still has to resolve content-royalty revenue-sharing before rollout. For engagement teams outside Korea, it's a live test case for a question that keeps recurring across the region: does bundling loyalty across an entire ecosystem out-earn a single strong currency?

— Source: [Seoul Economic Daily](#) · [Korea JoongAng Daily](#)



Seoul, in the evening. Along its shopping streets, the buying experience already runs largely through mobile — terrain Kakao Membership now wants to unify.
Photo: Shawn

DANS LES DÉPÊCHES

- IHG doubles points, new China hotels, thru Nov 30 ♦ Hilton Honors +2,500 bonus pts/stay, thru Dec 31 ♦
- Wyndham triple miles via Turkish Airlines transfer, thru Dec 31 ♦ GHA Discovery triple D\$ at SAii resorts, book by Sept 15 ♦
- Virgin Atlantic up to 70% bonus on purchased miles, thru Oct 4

EN BREF

DFI Retail Group Names New Chief Digital & yuu Rewards Officer

Kshitij Mulay (ex-Sephora Asia CIO) takes charge of Hong Kong's yuu Rewards — millions of members, 100,000+ daily eCommerce orders — effective Sept 17.

— Source: [DFI Retail Group](#)

Singapore's SILA Confirms Summit Speaker Lineup

Accor Plus, Minden.ai and Metro Singapore leaders headline the region's first Loyalty Leaders Summit, Sept 23 at Sofitel Singapore.

— Source: [Asian Loyalty Assoc.](#)

Emirates Skywards Sweetens Marriott Bonvoy Transfer to 30%

Bonus runs through Sept 30 — a notable deepening of the tie between two of the industry's largest loyalty currencies.

— Source: [Emirates](#)

Carnival Cruise Line Launches Carnival Rewards™

New fleet-wide program with tiered status and milestone benefits, live immediately across the entire fleet.

— Source: [Carnival Cruise Line](#)

"86% of sales leaders believe their incentives are fair — only 23% of salespeople strongly agree."

VALUEDYNAMX, VIA THE WISE MARKETER