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Le Petit Journal *de la Fidélisation*

L'actualité de la fidélisation & de l'engagement client, chaque mardi — sillageeast.com

N° 9 — SEMAINE DU 27 OCTOBRE AU 2 NOVEMBRE 2026 PUBLIÉE LE MARDI 3 NOVEMBRE 2026

À LA UNE

CJ Olive Young Pairs K-pop and Live Commerce in a New "Green Room" Format

A recurring live-shopping show fronted by K-pop group NMIXX turns entertainment content into a direct sales channel for Korea's beauty retail giant — a sharp reminder that engagement before purchase is where some of APAC's most effective loyalty mechanics now live.

CJ Olive Young, South Korea's dominant beauty and personal-care retailer, has debuted Green Room, a recurring live-shopping show that pairs K-pop content with shoppable moments inside the same stream. Girl group NMIXX appeared as the format's first guest, giving viewers a mix of performance and product moments they can buy into in real time rather than clicking through to a separate storefront afterward. The format sits squarely inside a retail category Sillage East watches closely across Northeast and Southeast Asia, where entertainment, content and commerce increasingly blur into a single engagement surface rather than three separate budgets. In a market as saturated with beauty rewards programmes as Korea's, a format like Green Room offers something a standard points programme cannot: a reason to show up and watch, not just a reason to buy. If it becomes a recurring fixture rather than a one-off activation, it will be worth watching whether CJ Olive Young ties future episodes back into its own loyalty membership — rewarding attendance and participation, not just purchase — which would turn a content play into a genuine engagement mechanic.

— Source: **The Korea Times**

EN BREF

Best Western's Parent Renames Itself WorldHotels, Setting Up a Loyalty Merger

BWH Hotels announced on 27 October that it is renaming itself WorldHotels, borrowing the name of a small upscale brand already in its portfolio, while its 18 hotel brands keep their current names and identities. From 5 January 2027, Best Western Rewards and WorldHotels Rewards will merge under the WorldHotels name and shrink from five membership tiers to three; the company says points value, status and member rates will carry over unchanged. "WorldHotels Rewards was designed with our guests at the heart of every decision," said CMO Joelle Park.

— Source: **WorldHotels**

Mastercard's AI Benefits Assistant "Max" Lines Up a Singapore and Hong Kong Debut

Mastercard has introduced Max, an AI assistant that helps cardholders discover and use benefits they would otherwise overlook, tailored by card, eligibility and location. Brazil's C6 Bank is the first live partner, with Saudi National Bank Group, Nedbank, I&M Bank and Attijariwafa Bank also onboarding — and Citi is now exploring bringing Max to customers in Singapore and Hong Kong, the clearest signal yet that benefit-discovery AI is headed for APAC card portfolios.

— Source: **Mastercard Newsroom**

Hyatt Enhances Leverage, Its Corporate-Travel Platform for Smaller Businesses

Hyatt's newsroom confirmed on 30 October an enhanced version of Hyatt Leverage, its B2B booking platform for small- and midsize-business travel, now powered by Spotnana. Enrolled businesses get up to 15% off qualifying rates and 2x bonus points on stays booked at the Hyatt Leverage rate by 30 December and completed by 31 December 2026, while the usual 50-room annual minimum is waived for 2026 — lowering the bar for smaller firms to formalise a corporate-travel relationship with the chain. "Small-and-midsize businesses have long represented a critical segment for Hyatt hotels," said Alice Harrington-Caravello, SVP Global Sales & Americas Commercial Services.

— Source: **Hyatt Newsroom**

DANS LES DÉPÊCHES

Air India & Standard Chartered link Maharaja Club status to cross-border private banking for affluent clients in Singapore and the UAE ◆

Aurora Mobile's EngageLab launches "Agent Email", letting AI agents read and reply to customer email at scale ◆

WestJet & Qatar Airways launch a reciprocal codeshare, with WestJet Rewards earning on the full itinerary