# WOK FM

## How Chinese Wok used AI to build music it could own, instead of attention it had to rent

Wok FM turned a QSR brand into an owned music platform — original albums, made faster and at greater creative range with AI, now playing in-store and on streaming.

### BRIEF DESCRIPTION

Chinese Wok wanted lasting cultural relevance with Gen Z — not through celebrity campaigns or rented entertainment, but by owning a cultural space no other QSR brand held: music.

### HOW AI WAS USED

The marketing team set the brand's tone, cultural occasions and song concepts. AI tools then rapidly generated multiple lyrics, melodies, genres and language variants for each concept, letting the team explore far more creative routes than a traditional studio process would allow. Every track was still human-curated for brand fit before release.

### IMPACT

This became Wok FM — India's first QSR-owned music platform. It has released original albums including Get Wok'D Tonight, Cricket & Cravings and Crush Hour at Wok, playing across 250+ outlets and on Spotify, YouTube Music and Amazon Music. Music now evolves with every season and campaign, giving the brand an always-on cultural voice instead of borrowed attention.

**Human Insight** — Brand tone · occasion · concept → **AI Exploration** — Lyrics · melody · genre · language → **Human Curation** — Quality · fit · final selection → **Owned Release** — In-store + streaming

| 250+ | 3+ | 100% | 3 |
|---|---|---|---|
| Outlets nationwide playing Wok FM | Original albums released and growing | Original compositions — lyrics, melody, production | Streaming platforms — Spotify, YouTube Music, Amazon Music |

> *"AI didn't just help us make music faster — it let us build an owned cultural space that would have been too slow and expensive to create otherwise.*

**Vikas Iyer** | Marketing Head, Lenexis Foodworks