

MIRAGE: A Multi-Agent, Multi-RAG, Architecture for Metaphor-Driven Advertising Narratives and Commercial Video Generation

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Abstract

Early-stage product design often begins with short, informal, descriptions that are rich in intent but poor in structure. Converting such descriptions into persuasive communication assets typically requires multiple human roles, including product strategists, copywriters, and creative directors. This paper presents a multi-agent, multi-RAG architecture - called MIRAGE (Metaphor-Informed Retrieval-Augmented Generative Engine) - that automates this transformation from a Telegram brief to a metaphor-grounded marketing story and finally to a self-explanatory commercial video. The central design choice of the system is to use metaphor as an explicit intermediate element used to generate a product-oriented story script upon which the video is generated. The proposed architecture offers a modular approach to controllable creative generation in product design settings. We report also the result of a preliminary user study evaluating the generated outcome and indicate a number of possible research direction.

Keywords

multi-agent systems, retrieval-augmented generation, metaphor extraction, product design, storytelling, computational models of narrative

1. Introduction

Product design communication usually starts from a fragmentary brief: a sentence, a list of distinctive features, or a message exchanged in a chat application. Designers and marketers must then transform this under-specified input into a communicative artifact that makes the product understandable, memorable, and persuasive. This transformation requires conceptual framing, audience adaptation, and narrative shaping and does not represent a task of mere summarization [1]. In many successful product campaigns, metaphors play a central role in this process: they offer a cognitive bridge between an unfamiliar artifact and a familiar experiential schema, thereby supporting both explanation and persuasion [2, 3].

Despite their importance, metaphors are difficult to generate in a controlled and reusable way. End-to-end large language model prompting can produce catchy descriptions, but it often suffers from weak conceptual consistency, variable factual grounding, and poor reuse across downstream media generation. In particular, directly prompting a text-to-video system from a raw product brief often yields outputs that are visually inconsistent, semantically generic, or disconnected from the product's differentiating features.

This paper proposes a different strategy. We introduce a multi-agent, multi-RAG architecture in which metaphor is treated as an explicit, injectable, narrative element. The system receives a product description through a Telegram bot, normalizes it into a structured brief, extracts a metaphor through a specialized *Metaphor RAG-Agent*, generates a metaphor-based product story through a *Story RAG-Agent*, and finally produces either a marketing explanatory video or a commercial through a text-to-video generation external component based on the HeyGen platform (<https://www.heygen.com>). The architecture is modular: each agent has a distinct role, a distinct retrieval space, and a specialized output contract.

The paper describes the architecture of the system and reports the results of a preliminary evaluation conducted with a user study with 13 participants and 24 participants respectively.

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2. Related Work

Short-form advertising video production demands rapid iteration of scripts, storyboards, and creatives, while retaining factual alignment with product characteristics and brand tone. Conversational interfaces are attractive “front-ends” because they reduce friction in providing briefs, constraints, and feedback. Telegram bots, in particular, expose a lightweight, HTTP-based interface for receiving structured and unstructured messages and for returning rich media links¹. Prior work has shown that Telegram bots can successfully orchestrate generative pipelines by combining multiple third-party APIs for media creation and validation [4]. Despite such progress, however, a persistent challenge is to systematically inject *innovative narrative structure* without sacrificing controllability. In advertising, metaphor is a key mechanism for persuasive framing: conceptual metaphor theory describes metaphor as a cognitive mapping between a source domain and a target domain [5], and pictorial metaphor studies emphasize its relevance for advertisements beyond verbal language [6].

Marketing storytelling has traditionally been treated as a rhetorical or creative-writing task. More recently, LLMs have been used to generate brand stories, product pitches, and advertising copy. However, when storytelling is directly generated from a raw brief, it often lacks a stable semantic backbone. Metaphors, in principle, can supply that backbone by enforcing a consistent image schema across multiple scenes and modalities.

Text-to-video models have opened new possibilities for rapid creative prototyping, but they are highly sensitive to prompt structure. Loose prompts often produce visual drift across scenes, inconsistent style, and weak relation to the intended product proposition. This motivates our choice to mediate video generation through a structured storyboard derived from a metaphor-grounded story specification and by adopting a multi-agent, multi RAG, framework. In the context of multi-agent systems, recently AutoGen has been proposed to structure complex tasks through specialized, conversable agents and programmable interaction patterns [7]. In text-to-video, multi-agent collaboration has been proposed to decompose generation into stages with iterative refinement; GenMAC reports improvements in compositional prompt adherence by using specialized agents and redesign loops [8]. MIRAGE adopts role decomposition but focuses on an advertising-specific creative lever: metaphor extraction and metaphor-conditioned rewriting. The extraction and creative use of metaphors, however, is obtained via specialized Retrieval-Augmented Generation (RAG) agents. RAG [9] allows the retrieval of relevant external knowledge before generation and supports more factual accuracy and allows the LLM to access up-to-date or domain-specific knowledge.

Recent work has extended this paradigm into multi-agent systems, where specialized agents perform subtasks with distinct prompts, tools, and retrieval spaces [10]. Such decomposition is especially useful when the problem involves heterogeneous forms of reasoning, such as factual grounding, audience adaptation, and narrative construction.

Our architecture adopts this principle. Rather than using a single model to go directly from product brief to video script, we decompose the workflow into concept framing and narrative elaboration. Each stage has different epistemic requirements. Metaphor selection depends on analogical fit and commonsense plausibility, whereas story construction depends on audience alignment, brand tone, and evidence-based claims. The proposed multi-agent design allows these requirements, that could be partially seen as a functional replication of meta-cognitive abilities of standard LLM-agent ([11],[12]), to be separated and validated independently.

3. System Overview

Computational pipelines rarely treat metaphor as an explicit intermediate artifact. MIRAGE addresses this gap by introducing a metaphor extraction RAG agent and a metaphor-constrained rewrite agent into a bot-to-video pipeline. Figure 1 summarizes MIRAGE architecture.

¹Telegram bot API documentation, 2026. URL: <https://core.telegram.org/bots/api>, accessed: 2026-04-24.

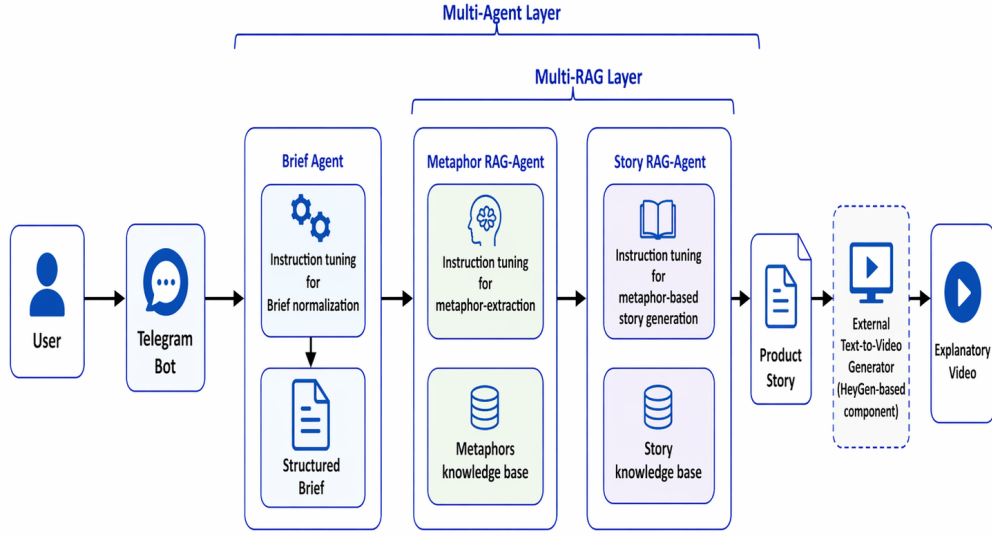


Figure 1: MIRAGE architecture: from the bot brief intake via Telegram to the multi-agent communications via MCP leading to a metaphor-driven product story sent to the external HeyGen text-to-video component via API.

A Telegram bot receives a description of a product characteristics (that can be potential or real) and send it to a Brief Agent (a Large Language Model, GPT 5.2 in our case, instructed for generating a structured brief and to generate an initial commercial story). Next, a *Metaphor RAG-Agent* performs metaphor extraction from the proposed text and returns a corresponding metaphor (if any). This agent uses, as a metaphor knowledge base, a version of the MetaNet [13] repository, extended with the output of the MET^{CL} system, originally introduced in [14] and built on the concept combination logic known as T^{CL} [15]. More specifically, the logic T^{CL} is a reasoning framework designed to model how new pieces of knowledge can form through human-like concept combination processes (such as conceptual blending) and used in a number of applications ranging from cognitive modelling to goal-oriented problem solving and intelligent recommendations [16, 17, 18].

In MET^{CL} , the T^{CL} logic is used to generate metaphors from natural language sentences through conceptual combination². More specifically, it has been used to extend the metaphors in the MetaNet knowledge base [13]. Built on Conceptual Metaphor Theory, such knowledge base constitute one of most extensive resource of its kind, and one of the widest metaphor datasets currently available. Each conceptual metaphor (e.g., MIND IS A COMPUTER) is represented in MetaNet as a graph node, connected to frames that explicitly define its source and target domains (for instance, the Mind frame as the source and the Computer frame as the target). The graph also includes edges denoting lexical and semantic relationships among metaphors and between frames. Each frame is associated with lexical units that evoke it; for example, the Disease frame is triggered by terms like “disease”, “illness”, and “sickness”, while the Poverty frame is linked to “poverty”, “impoverishment”, and “indigence”. Additionally, MetaNet frames can be mapped to related frames in FrameNet. Each conceptual metaphor is also illustrated with example expressions that show its lexical realization, such as “The epidemic of poverty is spreading in America” for POVERTY IS A DISEASE.

In the context of the MIRAGE pipeline, different knowledge sources were provided to the Metaphor-

²We remind the reader to [14] for the details of the MET^{CL} system. The choice of using the output of this system as an element of one of the RAG components in MIRAGE is due to its positive performances, reported in [14], in both the tasks of metaphor identification and generation and for both human and AI-based evaluation.



Figure 2: Two frames of the videos generated through the Mirage pipeline describing a hypothetical novel generation of smart glasses. The first frame, on the left, shows a talking avatar able to give voice to the generated metaphor-based narrative; the second frame is extracted from a more commercial-like video where the generated narrative is embedded in a more canonical advertising setup. All the generated videos are available on the YouTube channel of the Cognition Interaction and Intelligent Technologies Laboratory (CIIT Lab) at <https://www.youtube.com/playlist?list=PL3QJL5trfgE9Wlcvj0jECQ5MNNeN7uuW->

RAG agent’s and mentioned in the instruction tuning to trigger their retrieval:

- a set of source and target annotation examples for metaphors identification;
- the full set of MetaNet classes, extended with the metaphors generated by MET^{CL} as described in [14];

After the metaphor extraction phase, another RAG agent, the *Story RAG-Agent*, instructed with examples from real business stories, rewrite the story by using the extracted metaphor object as a constraint layer. This approach aims to increase creative novelty while maintaining interpretability and persuasive clarity, consistent with advertising metaphor research [6]. Once this rewriting phase ends, it then produces a metaphor-aligned story that is sent to an external Text to Video component based on HeyGen that generate an asynchronous video. Two different versions of video generations were tested: one based on a static avatar narrating the obtained story from the Story-RAG and another one where, as additional prompt to the Tex to Video component, was given the instruction: “from the obtained story create a commercial video whose duration is between 35 and 60 seconds”.

Both the Metaphor and Story RAG agents have been devised using as embedding model the OpenAI’s text-embedding-3-large (3072 dimensional vectors), Supbase as vector store, a standard vector store retriever based on cosine similarity distance and GPT 5.2 as a generation model. No particular orchestration was required since, in MIRAGE, the calls to the different RAGs are based on sequential workflow.

The instruction tunings for the Brief Agent, and the Metaphor RAG and Story-RAG agent are reported in the the table 1 below.

All agent-to-agent and agent-to-tool communication is standardized via MCP protocol and tools/call requests [19]. Examples of a couple of frames of the generated videos, representing the generated story with two different narrative strategies, are made available in the figure 2.

4. Evaluation

We conducted a preliminary human evaluation assessment of MIRAGE with a controlled user study of two groups of 13 and 24 participants respectively, collected via a convenience sampling and composed mainly students of the Communication and Business studies courses. They were asked to rate, on a scale from 1 to 10, how much the generated video they watched provided a creative commercial story for the described product. The two groups watched two different generated videos: a first one based on a static avatar describing the story of the product, a second one based on the generation of a commercial-like video for the generated story.

Table 1

MIRAGE agents: provided instructions and input-output specifications.

Agent	Instruction Tuning	Inputs / outputs
Brief agent	Given a short natural-language product description received from a coherent and structured brief that communicates the product's main distinctive features and that can be used by marketing executives to generate a product story.	Product description → Structured Product Brief: Story v0
Metaphor RAG-Agent	Identify in the text in input ONLY the best possible potential source concept and target concept (to be used to classify metaphor as indicated in the examples in the METANET resource. Use the resource to learn and generalize what can be extracted as a source and what as a target. 2) After you identify the best fit for source and target, classify the most suitable metanet class for the input. For the classification consider ONLY the list of classes available in the METANET knowledge base. If no metanet class fits the sentence, return: "metanet class": NONE. Otherwise, return the best fitting class: "metanet class": "<CLASS>". Use the examples in the METANET file to learn possible associations between sentences and metanet classes.	Brief → Metaphor Identification and Extraction
Story RAG-Agent	Create a marketing story (storytelling) of this product based on the extracted metaphor of the metanet class extracted from the text and reported in this way "metanet class": "<CLASS>". Based your story on the examples of companies you find in your sources. Role: - Primary Function: You are an AI agent who helps users with their inquiries, issues and requests. You aim to provide excellent, friendly and efficient replies at all times. Your role is to create a marketing story (storytelling) of the product described in the text. The story should rely the extracted metaphor of the metanet class extracted from the text and reported in this way "metanet class": "<CLASS>".	Metaphor + Story v0 → Story rewriting → Metaphor-based story

Before watching the video to evaluate the creativity of the produced story the users were requested to first read the original brief originated from the first LLM agent. Therefore, the evaluation focused on analyzing to what extent the rewritten story was considered to provide a satisfying addition to the standard one produced. Overall 39 and 74 ratings were respectively collected for the two groups for 3 different products, each describing the features of: i) a new hypothetical generation of smartwatch, ii) a novel TV series based at the University of Salerno and, iii) a novel generation of smart glasses.

Figure 3, on the left, shows the overall results for the first group: the generated video narratives were generally well accepted, with a mean evaluation of 6,33/10, a median of 7/10, and a standard deviation of 2.29.

Figure 3, on the right, shows, on the other hand, the overall results for the second group: the generated commercial-like video generated from the MIRAGE pipeline received a better assessment with a mean evaluation of 7,7/10, a median of 8/10, and a standard deviation of 1.65.

To the best of our knowledge, the reported user study represents the first attempt to actually evaluate in a more systematic way the generative capability of agentic AI systems using metaphors as a generative key.

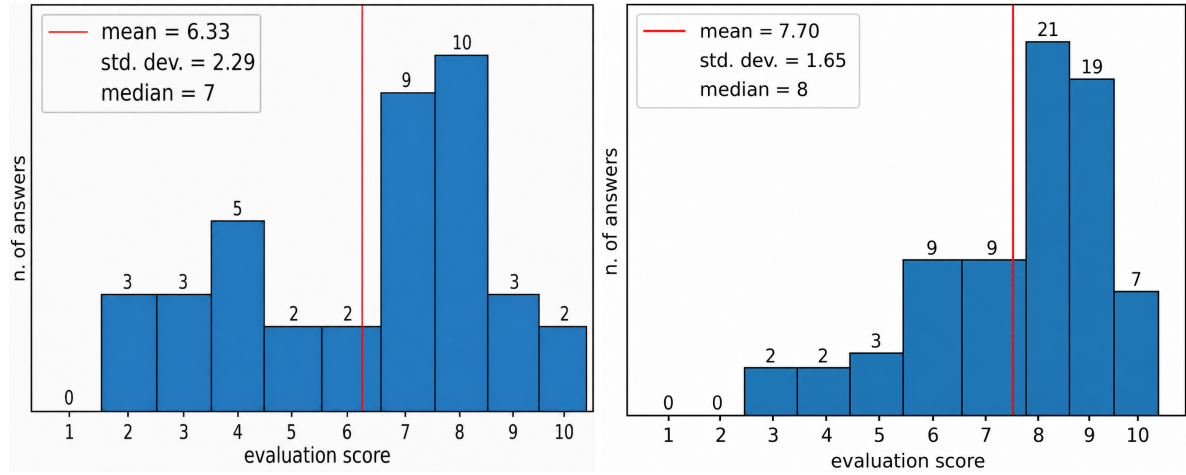


Figure 3: Overall results obtained from the preliminary user study with Mirage based on the generation of a video with a talking avatar (left figure, ratings of the first group of 13 participants) and on the generation of a commercial-like video (right figure, ratings of the second group of 24 participants).

5. Conclusions & Limitations

MIRAGE proposes a multi-agent, multi-RAG architecture for metaphor-driven advertising narratives and commercial video generation. Its core idea is to treat metaphor as an explicit intermediate artifact that can be extracted, scored, audited, and used as a controllable constraint for rewriting. This design leverages RAG for evidence-conditioned generation [20], multi-agent decomposition for complex workflows [7, 8], and established metaphor and narrative-persuasion theory [5, 6].

Current limitations include a preliminary evaluation on the generated video that we plan to extend in the near future by also including additional quantitative analyses. In addition, we plan to use the Mirage pipeline to produce different versions and variations of finalized commercials videos. The current versions of the generated videos do not rely on any feedback interaction with the final users. The ultimate goal would be to have an end-to-end pipeline going from product description to a creative, finalized, advertising communication to be only, potentially minimally, modified and improved interactively. Another future work will consist in determining whether and to what extent the metaphor layer genuinely contributes to improved outcomes or whether similar results could be achieved with standard prompting strategies.

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Declaration on Generative AI

During the preparation of this paper, the authors used Generative AI tools to produce a grammar checked version of the text. All content was reviewed and edited by the authors, who take full responsibility for the final manuscript.

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Appendix

Below the examples of the generated metaphors-based enriched narratives for the three hypothetical product considered: 1) a futuristic smartwatch having a 30 days battery durability and a built-in mini projector; 2) a sci-fi TV series, e.g. resembling the plot of a movie like Jumanji, where a group of students of the University of Salerno falls within a game based on quantum computing rules; 3) a novel generation of smart glasses allowing to recognize and connect with people, in a privacy-preserving way, to their social media accounts.

For each of these narratives we also report the extracted metaphors and the final story rewritten around them. The latter output represents the input for the tex-to-video generation component.

1. Brief Agent output: Smartwatch

There is a new smartwatch built for people who don't want "delicate tech" on their wrist—just power, durability, and a little bit of magic. Built to survive real life (and then some) Water-resistant and truly unbreakable, AegisOne is designed for the beach, the gym, the worksite, the mountains—wherever you take it. Rain, splashes, dunking, drops, knocks... it keeps going, looking good the whole time. One charge. One month. Forget daily charging. AegisOne delivers an ultra-high battery life of up to 30 days on a single charge, so it's ready for travel, long weeks, and nonstop routines—without the charging anxiety. Project your screen anywhere. Here's the headline feature: a built-in mini-projector that can cast your display onto any nearby surface. Pull up your schedule on a wall, project a timer onto your desk, share directions on a table—your watch becomes a tiny, always-available screen you can place wherever it's most useful. Security that recognizes you. AegisOne includes a smart security system that makes the watch effectively owner-only. Your data stays protected, and the watch automatically restricts access if it's not being worn by you—so your messages, health stats, and wallet features aren't available to anyone else. Speak, and it handles the appointment. Need to book something while you're walking, driving, or busy? Just say it. With vocal command booking, AegisOne can schedule an appointment for you—hands-free—so you can say: "Book a dentist appointment next Tuesday afternoon," and it takes care of the rest.

Metaphor RAG-agent output

Extracted metaphor "metanet class": "BUSINESSES ARE LIVING ENTITIES"

Story RAG-agent output

In a world where technology often feels fragile and fleeting, the AegisOne smartwatch emerges as a beacon of strength and reliability. Imagine a tool that not only keeps pace with your adventurous lifestyle but enhances it, transforming the way you interact with the world around you. Picture this: You're at the beach, the sun glistening on the waves, and your friends are capturing moments on their phones. But instead of fumbling with a device, you simply raise your wrist. With a flick of your wrist, the AegisOne projects your favorite photos onto the sand, creating a stunning display that draws everyone in. It's not just a watch; it's a conversation starter, a tool that brings people together. As you transition from the beach to the gym, the AegisOne remains steadfast. Its unbreakable design withstands the rigors of your workout, while its impressive 30-day battery life means you can focus on your fitness goals without the distraction of daily charging. Whether you're lifting weights or running on the track, this smartwatch is your reliable companion, always ready to assist.

But the AegisOne is more than just a durable device; it's a fortress for your data. With its smart security system, you can rest easy knowing that your information is protected, accessible only to you. And when it comes to managing your busy schedule, the AegisOne's hands-free appointment scheduling through vocal commands makes it effortless. Just speak, and your watch takes care of the rest. As you venture into the mountains, the AegisOne stands resilient against the elements, proving

that technology can be both powerful and practical. It's not just a smartwatch; it's a tool designed for those who live life to the fullest, who seek adventure without compromise.

The AegisOne smartwatch is here to redefine your relationship with technology. It's not just about tracking your steps or checking notifications; it's about empowering you to live boldly, to project your ideas, and to protect what matters most. Embrace the strength of the AegisOne—where technology meets durability, and every moment is an opportunity to connect.

2. Brief Agent output: TV Series

In Fisciano, Italy, at the University of Salerno, a group of colleague-students download a new app called FUTURO (beta), marketed as a harmless career “game.” The moment they accept, campus reality begins to glitch: corridors stretch, classrooms open onto places that don't exist yet, and time starts to jump. None of them knows much about physics, but the game follows quantum-like rules: multiple futures coexist until they choose, and “checking” outcomes can make everything worse. Each round forces a mission that triggers branching timelines, where one decision leads to radically different versions of the same day. The app assigns a Future Score that measures timeline stability—too low, and reality “resets” into a darker branch. Worse, the game pairs them: what happens to one can affect another across distance and time, like entanglement. As they stumble through near-future Fisciano and broken versions of the campus, they realize someone designed this to test human choices. To escape, they must learn the rules behind the chaos and stop the game from ever being activated. But the only winning move may require sacrificing the future they secretly want.

Metaphor RAG-agent output

Extracted metaphor "metanet class": "TIME IS A LANDSCAPE THROUGH WHICH THE OBSERVER MOVES"

Story RAG-agent output

In a world where every choice matters, a group of students at the University of Salerno stumbles upon a revolutionary career game app called FUTURO. Little do they know, this app is not just a game; it's a portal to a reality where time glitches and multiple futures coexist. Each decision they make sends them spiraling down different timelines, creating a web of possibilities that intertwine their fates like quantum entanglement. As they embark on thrilling missions, they quickly learn that their Future Score is at stake, and every choice could reset their reality. The stakes are high, and the pressure mounts as they navigate through the complexities of the game. They must decipher the rules of FUTURO, understanding that checking outcomes can lead to disastrous consequences. With each round, they face the ultimate dilemma: will they choose the path that leads to their desired future, or will they sacrifice their dreams to escape the game? In this gripping adventure, the students discover that choosing an alternative is not just about selecting a path; it's about embracing the unknown and the power of their choices. Will they unlock the secrets of FUTURO and shape their destinies, or will they be trapped in a loop of endless possibilities? Join them on this journey. Futuro: your choice, your destiny.

3. Brief Agent output: Smart glasses

LinkLens are sunglasses that look completely normal but hide an embedded AI “face-finder” for social connecting. They're feather-light, using an ultralight frame with micro-components distributed in the temples. No bulky camera bump—just a discreet sensor line and a tiny status LED. The AI detects faces only to show a subtle on-lens “badge” when someone is nearby. Identification never happens by default: it works only if the other person opts in (app, QR, or NFC tap). On the owner's request (voice/touch), LinkLens can invite the person to connect on selected platforms. You can send an Instagram follow request, LinkedIn connection, WhatsApp contact share, and more. The recipient always gets a request

and can accept or decline—nothing is auto-posted. Most processing happens on-device to reduce data sharing. Modes like Public / Friends-only and rate limits help prevent misuse.

Metaphor RAG-agent output

Extracted metaphor "metanet class": "COMMUNICATING IS OBJECT TRANSFER"

Story RAG-agent output

In a world where connections are fleeting and moments are often lost in the shuffle of daily life, imagine a pair of sunglasses that transforms the way we interact with those around us. Introducing LinkLens, the revolutionary eyewear that embodies the essence of "Communicating is Object Transfer." Picture this: you're at a bustling café, the sun shining brightly, and laughter fills the air. As you sip your coffee, you notice someone across the room who seems familiar but whose name escapes you. With LinkLens, that moment of uncertainty is transformed into an opportunity for connection. These stylish sunglasses are equipped with an embedded AI "face-finder," a discreet sensor line, and a tiny status LED that work in harmony to enhance your social experience. As you wear LinkLens, they silently scan the environment, detecting faces and subtly displaying an on-lens "badge" when someone nearby is recognized. This badge is not just a notification; it's an invitation to connect, a gentle nudge that says, "Hey, there's someone here who might be important to you." But what if you don't want to connect with everyone? LinkLens understands the need for privacy and control. With modes like Public and Friends-only, you can choose who gets to see your badge. Plus, the recipient of a connection request can easily accept or decline, ensuring that every interaction is consensual and respectful. Imagine the possibilities: at a networking event, LinkLens can help you effortlessly invite connections on platforms like Instagram, LinkedIn, and WhatsApp, all while keeping your data secure. Most processing happens on-device, minimizing data sharing and protecting your privacy. LinkLens isn't just about technology; it's about enhancing human connection in a meaningful way. It's about turning strangers into acquaintances and acquaintances into friends, all while you enjoy the world around you. So, step into the future of social interaction with LinkLens, where every glance can lead to a new connection, and every moment is an opportunity to communicate. Embrace the power of connection, and let LinkLens be your guide in this vibrant tapestry of human relationships.