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“POLISH LEGENDS” BY ALLEGRO AS AN EXAMPLE OF USING STORYTELLING REFERRING TO FAIRY TALES, MYTHS AND SLAVIC LEGENDS IN THE ADVERTISING OF A CEE E-COMMERCE LEADER

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The article examines *Polish Legends* by Allegro as an example of storytelling based on fairy tales, myths, and Slavic legends used in the advertising of a CEE e-commerce industry leader. The campaign shows how culturally embedded narratives can be adapted to contemporary digital formats to build brand meaning and emotional engagement. The analysis refers to storytelling theory, including the Significant Objects experiment, and to the author’s own research on storytelling and brand attractiveness. The article suggests that the campaign’s success may be linked to the activation of a Polish cultural code centred on courage and resilience and raises questions about the cross-cultural effectiveness of such narratives.

Key words: storytelling, e-commerce marketing, cultural branding, narrative persuasion

Introduction

Over the last decade, the Polish e-commerce market has experienced dynamic growth and structural change, accelerating particularly during the COVID-19 period. According to the report A Decade of Polish E-commerce published by the Chamber of Digital Economy, by the end of 2020 the value of the Polish B2C e-commerce market exceeded 100 billion PLN, while the B2B segment reached 447 billion PLN (IGE 2023: 9). Analyses conducted by PwC indicate that in 2021 approximately 150,000 Polish enterprises were engaged in online sales through their own websites or via marketplace platforms, most notably Allegro (PwC 2021). Official statistics confirm this trend, showing that 18,3% of enterprises conducted sales through computer

networks in 2024 (GUS 2025: 416). These data position e-commerce as one of the most dynamically developing sectors of the Polish economy (IGE 2023: 9).

The post-pandemic stabilisation of the e-commerce market has not reduced its attractiveness or competitive intensity in Poland. Forecasts suggest that by 2027 the number of Polish e-consumers will grow by approximately 3,4 million, accompanied by an additional 100,000 online sellers (Strategy&/PwC 2022: 6). As competition intensifies, international platforms such as Amazon, AliExpress, and Temu have expanded their presence in Poland, relying primarily on scale, logistics, and aggressive pricing strategies (IGE 2023: 32; IAB Polska 2025: 29). This development increases pressure on domestic platforms to differentiate beyond price and functional efficiency. As a result, long-term competitiveness depends increasingly on perceived value shaped by emotional, symbolic, and cultural factors.

In this context, storytelling has gained prominence as a form of marketing communication capable of shaping perceived value through meaning and emotional engagement, particularly when narratives draw on shared cultural references. Allegro's Legendy Polskie campaign (2015–2017) illustrates this approach through five short films and an accompanying e-book that reinterpret Slavic myths within a contemporary narrative framework, emphasising cultural continuity over transactional communication. Although the *Polish Legends* preceded the most recent phase of intensified competition, it represents an early use of cultural storytelling to strengthen brand identity and perceived value. By embedding the platform in narratives rooted in national heritage, Allegro positioned itself as a culturally embedded brand rather than merely a marketplace.

Building on this perspective, the article examines storytelling as a tool for enhancing perceived brand value in e-commerce and addresses the question of whether the use of storytelling in marketing is related to the perceived value of an e-commerce platform brand. In addition to its marketing dimension, the campaign is analysed as a cultural phenomenon. The study therefore treats *the Polish Legends* series as a narrative text that activates shared cultural codes, mythological figures, and symbolic meanings rooted in Polish collective memory.

1. Storytelling in Marketing

1.1. Storytelling – Definition and Essence

Storytelling is deeply embedded in human culture and has long served as a fundamental means of sharing experience, knowledge and meaning. From a narrative perspective, a story may be defined as "an oral or written performance involving two or more people interpreting past or anticipated

experience" (Boje 1995: 1000). This definition highlights the interpretative and relational nature of storytelling, in which meaning emerges through interaction between narrator and audience.

Across historical periods, emotions have constituted a central component of storytelling, enhancing memorability and engagement. As Hajdas observes, stories enable not only the transmission of complex ideas but also the activation of emotions that make messages more enduring than purely rational communication (Hajdas 2011: 117). This emotional dimension explains the persistent persuasive potential of storytelling.

Advances in media technologies have expanded the reach of storytelling, making it an important tool in marketing communication among information noise and competition for attention.

In this context, storytelling may be understood as a strategic approach to brand communication that relies on narrative and emotional engagement rather than direct persuasion. By presenting the brand through emotionally engaging stories, organisations are able to convey values, build meaning and foster closer relationships with audiences, particularly in competitive and digitally mediated environments (Wibowo et al. 2024: 346; Fluhrer 2025: 16).

From a linguocultural perspective, storytelling operates not only as a persuasive marketing technique but also as a mechanism of cultural sense-making, in which narratives organise experience through culturally shared symbols, values, and archetypal figures.

Empirical research indicates that emotionally engaging brand stories can foster consumer–brand identification by immersing audiences in the narrative (Delgado-Ballester 2020: 9–13).

1.2. The Anatomy of a Good Story

Research in narrative theory and communication studies indicates that effective stories evoke emotions through identifiable structural components and recurring narrative frameworks.

The Storytelling Triangle

The first of the elements mentioned above is the so-called storytelling triangle, which consists of three interconnected components (McDowell 2021: 1224):

- The Story – comprises the core message (moral), conflict, characters, and plot (Fog, et al 2010: 32-34, Gottschall 2013: 117 – 118).

- The Storyteller – shapes the form, tone, and perspective of the narrative.
- The Audience – determines how the story is interpreted and received.

The Core of the Story – Four Fundamental Elements of Storytelling

Analogous to the four cardinal directions or classical elements, storytelling is structured around four core elements forming the foundation of effective narratives (Fog et al. 2010: 32–34), each of which performs a distinct function:

- Message (moral) – represents the central idea of the story and defines its primary meaning. From a branding perspective, it determines what should remain in the audience's mind after exposure to the narrative.
- Conflict – introduces tension and drives the narrative forward by confronting the protagonist with a challenge. It provides the dynamic force that sustains audience engagement.
- Characters – serve as carriers of meaning and values within the story. Through identification with characters, audiences emotionally engage with the narrative, which may facilitate the transfer of emotions to the brand.
- Plot – organises events into a coherent structure, linking message, conflict, and characters into a meaningful sequence that guides interpretation.

1.3. Archetypes in Brand Storytelling

Before developing a brand story, it is necessary to define a brand persona as a narrative expression of brand personality. The persona provides a foundation for storytelling and ensures coherence between what a brand communicates and how it acts. As Herskovitz and Crystal (2010: 21) note, effective brands are built around "a strong, well-designed, and easily recognisable persona" that connects brand actions with brand messages.

Brand personas play a central role in maintaining narrative coherence and long-term brand interpretation. A clearly defined persona allows a brand to function beyond a single narrative, offering audiences a stable framework for interpretation. Through the persona, consumers can recognise brand values, anticipate behaviour, and develop long-term identification (Herskovitz & Crystal 2010: 21). In this context, archetypes serve as culturally embedded symbolic models that facilitate meaning-making.

Rooted in Jungian theory, archetypes represent recurring patterns that structure perception and interpretation.

Archetypes function in branding as symbolic frameworks that enhance recognisability and emotional resonance. Their effectiveness depends on consistency with brand values, market context, and audience expectations, while misalignment may weaken credibility rather than strengthen it. One of the most influential frameworks for applying archetypes in branding was proposed by Mark and Pearson, who identified twelve recurring archetypal figures (Table 1) appearing across narratives and brand communications. This classification provides a structured tool for designing brand personas and is referenced in the subsequent analysis (Hajdas 2011: 117).

***Table 1**. Archetypes and brands*

Archetype	Brand examples
Innocent	Ivory, Philips, Coca-Cola, Volkswagen Beetle
Explorer	Jeep, Wrangler
Sage	CNN, Vichy, The Economist
Hero	Nike
Rebel	Harley-Davidson, Jack Daniel's, Apple
Magician	DreamWorks
Everyman	Nescafé, Visa, Saga
Lover	Chanel, Alfa Romeo, Häagen-Dazs
Jester	Pepsi, Fanta, Chupa Chups
Caregiver	Johnson & Johnson, Volvo
Creator	Lavazza, Absolut, LEGO
Ruler	Mercedes-Benz, Microsoft

Source: Hajdas (2011: 119), based on Mark and Pearson (2001)

1.4. Storytelling and Culture-Oriented Marketing

Brand-oriented marketing differs from direct marketing in that it focuses on meaning, belief, and long-term relationships rather than immediate transactional effects (Godin, 2005: 86). In this context, storytelling functions as a key mechanism through which brands communicate values that extend beyond functional product attributes and support emotional engagement over time. Kotler, Kartajaya, and Setiawan emphasise that effective storytelling in marketing depends on relevance to consumers' everyday lives. In conditions of information overload, narratives must address consumers' anxieties and desires and remain consistent with

the brand's character and codes in order to function as a bridge between brand meaning and audience experience (2017: 128).

This interpretation is consistent with the logic of cultural branding, according to which brand meaning develops through engagement with existing myths, symbols, and narratives and embedding themselves within shared systems of cultural interpretation (Holt 2004). The effectiveness of such storytelling depends on cultural codes – deeply rooted systems of meaning that shape emotional response and interpretation – allowing brands to function as carriers of collective identity rather than mere product signifiers (Rapaille 2006).

2. Allegro as a CEE E-commerce Industry Leader

The rapid development of e-commerce in Central and Eastern Europe has led to the emergence of dominant platform-based marketplaces that shape both market structures and consumer practices. Within this context, Allegro occupies a distinctive position as the leading e-commerce platform in Poland and one of the most frequently visited online marketplaces in the CEE region (Similarweb, 2024).

Owing to its scale, longevity, and deep cultural embedding, Allegro functions not only as a market leader but also as a symbolic reference point for online shopping in Poland. For a significant share of consumers, the brand name itself has become synonymous with e-commerce transactions, which distinguishes Allegro from international competitors operating primarily on the basis of logistical scale and price competition.

2.1. Allegro's Market Position

Market leadership in e-commerce is reflected in both quantitative indicators and qualitative dimensions of brand perception, which is clearly visible in the case of Allegro.

Key market indicators:

- Over 20 million monthly active users in Poland, making Allegro the country's largest e-commerce platform (Reuters 2025).
- The most visited shopping platform in the CEE region, with operations in Poland, the Czech Republic, Slovakia, and Hungary (Allegro 2026).
- Approximately 160,000 active merchants across the region (Allegro 2026).

Competitive context:

- In Poland, Allegro has successfully maintained its dominant position (38,8% market share at the end of 2024) despite the presence of global competitors such as Amazon (3,9%), AliExpress (3,4%), Temu (1,5%) (Reuters 2025).
- Its strength lies not only in logistics and assortment, but also in strong brand recognition and local market understanding.

In Poland, Allegro has become synonymous with online shopping, functioning as a default entry point to e-commerce for many consumers.

This symbolic position is reinforced by recent corporate communications, which highlight the growing importance of marketplace platforms in the Polish e-commerce landscape. Following the publication of *the Customer Journey 2025* report prepared for Allegro by Minds & Roses, Allegro CEO Marcin Kuśmierz noted:

"Almost half of Polish buyers start their online shopping journey on marketplaces, an 11 ppt increase since 2022. What's even more satisfying, seven out of 10 of them start with Allegro.1 Our third-quarter results confirm that the Allegro team knows how to take care of this consumer interest effectively, and that we are the No.1 place to boost sales for merchants. We're finishing the year with a full pipeline of new innovations, introducing new products and win-win partnerships. What's more, we've just launched tests of the breakthrough AI Assistant, which will surely revolutionise how customers search on Allegro. You can bet that there is more to come, so we're enthusiastically looking forward to new prospects in the coming quarters. We're now in the hottest period in e-commerce, and we're up for the challenge" (Allegro 2025).

Taken together, these statements indicate that Allegro's market leadership extends beyond economic dominance into the symbolic sphere, where the platform functions as a culturally embedded brand rather than a purely transactional service.

2.2. Storytelling in Allegro's Marketing Strategy

Storytelling constitutes a central element of the marketing strategy of Allegro. Over the past decade, the brand has systematically shifted away from functional, product-oriented advertising toward emotionally driven and narrative-based communication. This change is particularly evident in Allegro's use of long-form audiovisual formats, which resemble short films rather than conventional commercials and prioritise narrative progression over direct sales messages.

A clear illustration of this approach can be found in is the long-running series of Christmas campaigns commonly referred to as "Allegro for Christmas". These campaigns consistently address themes such as family relationships, intergenerational bonds, loneliness, empathy, and perseverance – values deeply embedded in Polish cultural experience. One of the most internationally recognised examples is the 2016 campaign "English for Beginners", which depicts an elderly man learning English in order to communicate with his granddaughter. In this narrative, the Allegro platform appears only indirectly, functioning as an enabling background rather than the focal point of the message (Allegro 2016).

In addition to its seasonal communication, Allegro has also developed independent storytelling projects that extend beyond everyday social narratives. One such initiative is the *Polish Legends* campaign (2015–2017), a series of short films inspired by Slavic myths and Polish folklore (Brand24 2017; Wirtualne Media 2017). This project marks a shift from contemporary, realistic storytelling toward more symbolic and culturally grounded narratives. Together, these initiatives indicate that Allegro applies storytelling consistently across its communication strategy, emphasising human experience over transactional benefits. Such an approach aligns with the principles of culture-oriented marketing, in which brands operate as carriers of meaning and identity rather than merely as platforms for exchange (Holt 2004). Within this strategic context, *Polish Legends* represents a further development of Allegro's storytelling practices and forms the focus of the following chapter.

3. "Polish Legends by Allegro" as a Case Study of Cultural Storytelling

3.1. Methodological Framework of the Case Study

Qualitative case study methodology is particularly suitable for examining complex, context-dependent phenomena embedded in cultural, social, and symbolic frameworks (Yin 2018). In line with this approach, this chapter analyses the *Polish Legends by Allegro* campaign as an example of cultural storytelling in contemporary brand communication. Rather than aiming at statistical generalisation, the case study enables an in-depth exploration of meaning-making processes and narrative strategies within a specific empirical context.

The case was selected due to its scale, cultural specificity, industry recognition, and relevance to theories of storytelling and cultural branding discussed in previous chapters. The analysis draws on multiple sources of qualitative data, including:

- the audiovisual content of the campaign (five short films released between 2015 and 2017),
- industry reports and expert commentaries,
- audience reception indicators such as view counts, engagement patterns, and user-generated content.

The study focuses on narrative structure, cultural references, and symbolic positioning, rather than on direct causal measurement of sales effects.

3.2. Description of the "Polish Legends" Campaign

Campaign was launched between 2015 and 2017 as a series of five high-quality short films inspired by Polish and Slavic myths and legends. The project reimagined well-known legendary figures – such as *Pan Twardowski* or *Bazyliszek* – within a contemporary, futuristic, and often science-fiction or fantasy-oriented aesthetic. The films were distributed primarily through digital channels, especially YouTube, and supported by social media communication.

The campaign also employed multiple narrative formats beyond audiovisual content, including an official e-book, which presented literary retellings of the stories (Wierzbowska 2019: 195-196; Brand24 2016; Wirtualne Media 2015). This multi-format approach contributed to the coherence and durability of the campaign's narrative universe.

3.3. Narrative Structure and Cultural References

The Polish Legends campaign is an example of cultural storytelling rooted in Slavic mythology and Polish folklore. Rather than reproducing traditional legends in their original form, the campaign reinterpreted them through modern genres, visual effects, and narrative conventions associated with global popular culture. This strategy enables familiar cultural motifs to be translated into a form accessible to modern audiences, particularly younger, digitally oriented viewers (Wirtualne Media 2015).

The narrative structure of the films draws on classic storytelling patterns discussed in Chapter 1, including clearly defined heroes, conflicts, and moral frameworks. These elements are embedded in culturally specific symbolic codes. The protagonists consistently embody values such as courage, cleverness, and independence, which are deeply rooted in Polish cultural narratives and collective memory.

Rather than operating at a didactic level, the reinterpretation of legends functions symbolically. The campaign does not explicitly explain the

meaning of myths; instead, it activates cultural recognition and emotional resonance through visual and narrative cues. This approach reflects the logic of cultural branding, as described by Holt (2004), where brands become meaningful by engaging with existing myths, symbols, and identity narratives rather than by creating entirely new ones.

The symbolic function of *Polish Legends* is further evident in its relationship to brand mythology. The campaign does not narrate the origins of the Allegro platform itself. Instead, it constructs a symbolic cultural myth of the brand, positioning Allegro as a narrator of Polish cultural identity. In this sense, Allegro assumes the role of a cultural storyteller – one who "knows the audience's stories" and participates in their everyday cultural experience.

3.4. Cultural and Linguistic Codes in the "Polish Legends" Narrative

The Polish Legends campaign can be interpreted not only as a branding initiative but also as a contemporary cultural text understood as a structured system of signs operating within a shared cultural framework (Lotman 1990: 9-14). From this perspective, the campaign reactivates and reinterprets mythological and folkloric narratives deeply embedded in Polish cultural memory, translating them into modern audiovisual forms.

Drawing on figures such as Pan Twardowski or the Jaga (Baba Jaga), the campaign mobilises recognisable narrative structures, archetypes, and symbolic oppositions that function as cultural codes. These characters act as condensed carriers of meaning, enabling immediate recognition and emotional engagement based on shared cultural competence rather than explicit explanation. As Barthes observes, myth functions through the naturalisation of culturally constructed meanings, presenting them as familiar and self-evident (Barthes 1972: 130–131; Rapaille 2007: 7–9).

The reinterpretation of legendary figures does not serve merely as narrative ornamentation. Instead, traditional characters are relocated into contemporary genres and visual conventions, such as science fiction and fantasy, preserving recognisable cultural codes while adapting their meanings to contemporary sensibilities.

From a narratological perspective, these figures also fulfil archetypal functions. Characters such as Pan Twardowski correspond to the archetype of the rebel hero, structuring narrative expectations and guiding interpretation without the need for explicit exposition (Hajdas 2011; Gottschall 2013). Through this mechanism, the campaign situates itself

within a broader narrative tradition while remaining anchored in culturally specific material.

In line with the logic of cultural branding, Polish Legends does not construct a self-referential brand myth but engages with pre-existing symbolic systems shared by the audience (Holt 2004). Allegro thus assumes the role of a cultural narrator, embedding the brand within a wider symbolic universe that transcends transactional communication.

3.5. Campaign Effects and Reception

The effectiveness of the *Polish Legends* campaign can be assessed through indicators of reach, engagement, and cultural impact. The five films generated over 60 million views on YouTube, accompanied by thousands of positive comments, viral shares, fan-created artworks, memes, and active discussions on online forums (Brand24 2016; Wirtualne Media 2015).

Audience engagement with the campaign extended beyond standard patterns of media consumption, producing a distinct transmedia effect. Viewers expressed demand for continuation and expansion of the narrative universe, indicating a level of involvement that exceeded passive reception. This response suggests that the campaign succeeded in establishing a coherent and compelling story world (Wierzbowska 2019: 197).

The cultural and creative value of the campaign was also recognised within the advertising industry. *Polish Legends* received multiple awards, including repeated recognition at the IAB MIXX Awards in categories such as Branded Content, Video, and Digital Campaign. Industry commentators described Allegro's role in the campaign as that of a "patron of culture", highlighting the brand's contribution to contemporary reinterpretations of cultural heritage (IAB MIXX Awards 2017; Wirtualne Media 2016, Brand24 2016).

While these indicators do not provide direct evidence of sales impact, they offer qualitative support for the effectiveness of the campaign as a storytelling-based branding initiative. The implications of these findings are discussed in the following chapter.

4. Discussion and Conclusions

4.1. Comparison with the Author's Own Research on Storytelling and Brand Attractiveness

The interpretation of the *Polish Legends* by Allegro campaign gains additional explanatory power when compared with the author's earlier empirical research presented in *Storytelling as a Tool for Increasing Brand*

Attractiveness (Ciechanowski 2017). That study sought to answer the research question of whether the presence of a brand story influences the perceived attractiveness of a brand. Using an experimental design, respondents were divided into a control group and an experimental group, both exposed to a neutral description of a fictional watch brand. Only the experimental group received an additional narrative describing the brand's symbolic origins and values.

Empirical analysis confirmed the main hypothesis that brands accompanied by a narrative are evaluated as more attractive than brands without a story. Statistical analysis using an independent-samples t-test revealed significant differences between the groups in overall brand attractiveness, as well as in multiple dimensions related to emotional engagement, such as interest, prestige, willingness to recommend and purchase intention. Importantly, no statistically significant differences were observed in evaluations of rational product attributes such as quality, durability, or precision.

A similar pattern emerges from the Allegro case study. In both instances, storytelling primarily influenced emotional and symbolic brand perceptions rather than functional assessments. This convergence supports the conclusion that storytelling operates as a mechanism of affective and symbolic mediation, shaping how brands are perceived without necessarily altering judgments related to technical performance.

4.2. Reference to the Significant Objects Experiment: Perceived vs. Actual Value

A useful theoretical point of reference for interpreting both the Allegro campaign and the author's experimental findings is the Significant Objects experiment conducted by Rob Walker and Joshua Glenn. In this project, the researchers purchased approximately 200 ordinary objects from flea markets and online auctions at an average price of around one US dollar per item. Each object was then accompanied by a short fictional story written by professional writers and journalists, describing its imagined emotional or historical significance. When resold on eBay with these narratives, the objects achieved an average increase in price exceeding sixtyfold, generating total revenue of over 3,600 USD from an initial investment of approximately 128 USD (Walker & Glenn, 2012).

One important implication of this experiment concerns the distinction between material and perceived value. Storytelling and brand meaning do not alter the material properties of an object, but can substantially transform its perceived value. This distinction between factual and perceived value is

illustrated by classic blind taste tests of Coca-Cola and Pepsi: when brand information is absent, preferences are mixed and driven mainly by sensory input; when the Coca-Cola brand is revealed, perceived enjoyment and preference increase markedly, demonstrating how culturally embedded brand meaning reshapes perception (McClure et al., 2004).

A comparable mechanism can be observed in the case of Allegro's *Polish Legends* campaign. Storytelling enhances brand value by adding symbolic meaning rather than functional benefits. Allegro does not change the mechanics of its platform through the campaign; instead, it reframes how the brand is experienced and interpreted. Storytelling thus operates as a mechanism that increases perceived value through narrative and cultural association.

4.3. Cultural Codes, Courage, and Brand Meaning

The effectiveness of storytelling observed in both the Allegro campaign and the author's research appears to be closely connected to the activation of culturally embedded narrative codes. Cultural codes function as shared interpretative frameworks that shape how audiences understand stories and attribute meaning to them. In the Polish context, values such as those identified in Section 3.3 – courage, cleverness, and independence – occupy a prominent place in collective memory and cultural narratives. The *Polish Legends* campaign draws on Slavic myths and national legends, reinterpreted through contemporary genres familiar to younger audiences. Rather than explicitly explaining cultural meanings, the campaign relies on recognition and emotional identification. A similar mechanism was observed in the author's experimental study, in which a brand narrative centred on courage and return proved effective in enhancing perceived brand attractiveness (Ciechanowski 2017).

Such an interpretation corresponds with the logic of cultural branding, which emphasises that brand meaning emerges through engagement with existing cultural narratives rather than through self-referential origin stories (Holt 2004). In this context, *Polish Legends* illustrates how a brand may function as a cultural narrator without constructing a story about its own origins.

4.4. Limitations and Directions for Further Research

Several limitations should be acknowledged when interpreting the presented findings. The analysis is based on a single campaign embedded in

a specific cultural context, which restricts the scope for broader generalisation.

Another limitation concerns the nature of the available audience data. Responses to the *Polish Legends* campaign are examined primarily through secondary indicators such as reach, engagement, and industry recognition, rather than through controlled experimental measurement.

The transferability of the findings is further constrained by the culturally specific nature of the analysed narrative codes. Values such as courage, cleverness, or independence may operate differently across societies, limiting the applicability of the conclusions beyond the Polish context.

Finally, the analysis is restricted by the lack of publicly available information on the campaign's production and distribution budget. This limitation prevents a systematic assessment of economic efficiency in relation to cultural and symbolic impact. The announced but subsequently abandoned full-length feature film project further underscores the need for research into the relationship between large-scale cultural storytelling initiatives, budget allocation, and long-term strategic outcomes.

Future research may address these limitations by adopting comparative cross-cultural designs and experimental approaches involving culturally differentiated samples. In addition, longitudinal studies could contribute to a better understanding of the long-term effects of meaning-centred branding on consumer trust, loyalty, and brand attachment.

From a linguistic and cultural perspective, the analysed campaign demonstrates how brand storytelling may function as a form of cultural narration, where marketing communication intersects with myth, language, and collective memory.

4.5. Practical Recommendations

The combined evidence from *the Polish Legends by Allegro* case study, *the Significant Objects* experiment, and the author's empirical research indicates that storytelling plays a crucial role in building brand meaning and attractiveness. When narratives are culturally embedded and aligned with shared values, they enable brands to move beyond functional communication and become meaningful participants in cultural discourse.

The analysis presented in this study allows for the formulation of several practical recommendations for practitioners:

- Focus on meaning rather than products. Storytelling is most effective when it communicates values and ideas, not merely functional benefits (Godin 2005; Sinek 2009).
- Embed brand narratives in cultural context. Narratives aligned with shared cultural codes are more likely to generate emotional resonance and identification.
- Separate emotional and functional communication. Storytelling enhances emotional brand attributes but does not replace rational evaluation of product quality (Ciechanowski 2017)
- Adopt the role of narrator rather than seller. Brands that act as cultural storytellers may achieve stronger long-term engagement.
- Evaluate cultural transferability cautiously. Strategies effective in one cultural environment may not yield similar results elsewhere.

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