

**Tyler Milfeld**  
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## EDUCATION

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2022 (Expected)	Ph.D. in Marketing	University of Tennessee	Knoxville, TN
2008	M.B.A., Marketing Concentration	University of Texas	Austin, TX
2008	M.B.A., Marketing Concentration	Pontificia Universidad Católica de Chile	Santiago, Chile
2002	B.A. in Psychology and Political Science	Northwestern University	Evanston, IL

## INDUSTRY EXPERIENCE

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2014-2017	The Hershey Company, Senior Brand Manager
2010-2014	Colgate-Palmolive, Brand and Shopper Marketing Manager
2008-2010	Pepsi-Cola North America, Associate Manager
2002-2006	Johnson & Johnson, Management Development Program

## RESEARCH INTERESTS

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- Brand communication
- Corporate social responsibility and brand activism
- Sustainability
- Message framing
- Brand storytelling

## DISSERTATION

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**Title:** “How and When Brand Activism Positively and Negatively Influences Brand Attitudes”

**Committee Members:**

- Dr. Daniel J. Flint (Chair), Regal Professor of Marketing and Interim Department Head, Department of Retail, Hospitality, and Tourism Management
- Dr. Alex R. Zablah, Gerber/Taylor Professor of Marketing and Department Head
- Dr. Annika Abell, Assistant Professor of Marketing
- Dr. Eric Haley, DeForrest Jackson Professor of Advertising

**Dissertation Proposal:** Defended on May 14, 2021.

## JOURNAL PUBLICATIONS

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**Milfeld, Tyler**, Eric Haley, and Daniel J. Flint (2021), “A Fresh Start for Stigmatized Groups: The Effect of Cultural Identity Mindset Framing in Brand Advertising,” *Journal of Advertising*, forthcoming.

*2019 Impact Factor: 6.302; Ranked # 12/152 in Business and # 1/92 in Communication.*

**Milfeld, Tyler**, and Eric Haley (2021), “Brand Manager Sensemaking: Cognitive Frames in the Digital Media Environment,” *Journal of Current Issues & Research in Advertising*, forthcoming.

**Milfeld, Tyler**, and Daniel J. Flint (2020), “When Brands Take a Stand: The Nature of Consumers’ Polarized Reactions to Social Narrative Videos,” *Journal of Product & Brand Management*, 30 (4), 532-548.

## SELECT RESEARCH IN PROGRESS

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**Milfeld, Tyler**, Daniel J. Flint, and Alex R. Zablah, “Riding the Wave: How and When Issue Salience Impacts CSR Brand Advertising.” (*Dissertation Essay #1*)

- **Status:** Under review at the *Journal of Advertising*.

**Milfeld, Tyler**, and Daniel J. Flint, “I Suppose That it’s an Issue: The Roles of Brand Activism Stage and Presupposition When Taking a Stand.” (*Dissertation Essay #2*)

- **Status:** Mixed-method approach with data collection in process. Targeted to the *Journal of Marketing*.

Signori, Paola, **Tyler Milfeld**, Daniel J. Flint, and Bridget Nichols, “Testing the Effects of Sustainability Communication Congruence on Customer Experience and Purchase Behavior.”

- **Status:** Under review at the *Journal of Business Research*.

**Milfeld, Tyler**, and Daniel J. Flint, “Poking the Bear: Relational Tension in Brand Activism Advertising.”

- **Status:** Data collection in progress with a neuromarketing research firm. Targeted to the *Journal of Marketing Research*.

## RESEARCH PRESENTATIONS (\* PRESENTER)

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**Milfeld, Tyler\***, and Daniel J. Flint (2020), “I Take Issue with that Brand: How and When Taking a Stand Influences Consumer Attitudes,” *Sustainability Resource Network*, University of Tennessee, Knoxville (virtual conference).

**Milfeld, Tyler\***, and Daniel J. Flint (2020), “Too Far and Away? The Effect of Social Narrative Videos on Brand and Real-World Attitudes,” *Summer AMA Marketing Educators’ Conference*, San Francisco, CA (virtual conference).

**Milfeld, Tyler\*** (2020), “Surprise, Surprise: Affective Response to Environmental and Social Messages from (Non) Sustainable Brands,” *American Academy of Advertising Conference*, San Diego, CA (virtual conference).

**Milfeld, Tyler\***, and Daniel J. Flint (2019), “To Embrace or Not to Embrace Sustainability in Marketing Communication – That is the Question,” *Summer AMA Marketing Educators’ Conference*, Chicago, IL.

**Milfeld, Tyler\***, and Daniel J. Flint\* (2019), “Sustainability Signaling, Corporate Identity Congruence & Corporate Image Congruence: Maybe It’s Best to Say Nothing at All,” *Summer AMA Marketing Educators’ Conference*, Chicago, IL.

## BOOK PUBLICATIONS

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Signori, Paola, Irene Gozzo, Daniel J. Flint, **Tyler Milfeld**, and Bridget Nichols (2019), “Sustainable Customer Experience: Bridging Theory and Practice,” in *The Synergy of Business Theory and Practice*, Palgrave Macmillan, Cham.

## TEACHING EXPERIENCE

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Course	College/University	Sections Taught	Average Overall Instructor Evaluation
Brand Management	University of Tennessee	2	4.75/5.00
Marketing Principles	Bloomsburg University	4	4.80/5.00
E-Marketing	Bloomsburg University	4	4.94/5.00
Capstone Seminar	Dickinson College	1	5.88/6.00

## INVITED LECTURES

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2021	Brand Management (Undergraduate)
2021	Sales Management (Undergraduate)
2020	Marketing Strategy Seminar (Ph.D.)
2020	Special Topics in Marketing (MBA)
2019	Special Topics in Psychology (Undergraduate)
2019	Policy Studies Capstone Seminar (Undergraduate)
2018	Brand and Shopper Marketing Management (MBA)

## PROFESSIONAL AND SERVICE ACTIVITIES

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### Ad Hoc Reviewer

2021-Current	<i>International Journal of Advertising</i>
2021-Current	<i>Journal of International Marketing</i>
2021-Current	<i>Journal of Product &amp; Brand Management</i>
2020-Current	<i>Journal of Advertising</i> (Student Reviewer Training Program)

### Conference Reviewer

2021	Marketing Management Association Fall Educators’ Conference
2020	American Academy of Advertising Conference
2019	Academy of Marketing Science Conference, Consumer Behavior Track
2019	Society of Marketing Advances Conference

### Haslam College of Business

2018-Present	Professional Sales Forum, Assist Executive Director with Sales Competition
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### Professional Affiliations

2018-Present	American Marketing Association (AMA)
2019-Present	American Academy of Advertising (AAA)

## AWARDS

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2021	Finalist for the MMA Outstanding Teacher-Scholar Doctoral Student Award
2021	Haslam College of Business Outstanding Doctoral Student Teacher Award
2020	Best Student Reviewer, <i>Journal of Advertising</i>
2020	Haslam College of Business 3-Minute Thesis Competition Winner
2020	American Academy of Advertising Travel Award
2019	Haslam College of Business Excellence in Research Award
2019	Graduate Student Senate Travel Award

## COURSEWORK

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<i>Marketing</i>	Research Foundations	Dr. Christopher Craighead
	Marketing Strategy I	Dr. Neeraj Bharadwaj
	Marketing Strategy II	Dr. Kelly Hewett
	Consumer Behavior I	Dr. Stephanie Noble
	Consumer Behavior II	Dr. Randall Rose
<i>Methods</i>	Quantitative Research Methods	Dr. Alex Zablah
	Qualitative Research Methods	Dr. Daniel Flint
	Analysis of Variance	Dr. Lowell Gaertner
	Multiple Regression	Dr. Lowell Gaertner
	Advanced Quantitative Methods	Dr. Kasey Henricks
<i>Other</i>	CSR Advertising	Dr. Eric Haley
	Cognitive & Affective Bases of Behavior	Dr. Jeff Larsen
	Social Psychology	Dr. Garriy Shteynberg
	Storytelling as Communication	Dr. Cindy Welch

## POPULAR PRESS

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Estep, Stacy (2020), "Ph.D. Student Gives Insight into Halloween and the Pandemic," *The University of Tennessee, Knoxville*, <https://news.utk.edu/2020/10/12/phd-student-insight-halloween-pandemic/>.

Jackson, Ashley (2020), "How Major Candy Brands are Packaging Your Favorite Sweet Treats This Season," *UT Daily Beacon*.

Kast, Monica (2020), "Halloween Looks Different This Year. Here's What That Means for Buying Candy," *Knoxville News Sentinel*.

## CONSULTING PROJECTS

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Dave's Killer Bread, Instinct Pet Food, Hungry Planet

## APPENDIX | SELECT ABSTRACTS

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### Accepted for Publication

**Title:** “A Fresh Start for Stigmatized Groups: The Effect of Cultural Identity Mindset Framing in Brand Advertising”

**DOI:** <https://doi.org/10.1080/00913367.2021.1913264>.

#### Abstract

The idea that individuals can create a new beginning, known as the fresh start mindset, is deeply embedded in American culture. This mindset represents an accessible, shared construct that may be particularly relevant for changing attitudes toward two highly stigmatized groups: ex-offenders and drug addicts. While previous advertising literature has suggested that ambiguous or symbolic approaches may help improve consumer response, we show (using four studies) that cultural identity mindset framing (CIMF) can generate more positive affect toward the sponsoring brand and more positive attitudes toward the stigmatized group. Study 1 shows that explicitly referencing a highly stigmatized group leads to a less positive affective response toward the brand. Study 2 reveals that CIMF improves that response. Study 3 uses a real brand to replicate the positive affect toward the sponsoring brand. Study 4 documents a positive attitude shift toward the stigmatized group. Our research opens a new research corridor for explicitly referencing a stigmatized group, expands the stigmatized group discourse to two underrepresented groups, provides empirical evidence for the fresh start message frame, and answers a call to understand if corporate social responsibility (CSR) advertising is better than not advertising it at all.

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**Title:** “When Brands Take a Stand: The Nature of Consumers’ Polarized Reactions to Social Narrative Videos”

**DOI:** <https://www.emerald.com/insight/content/doi/10.1108/JPBM-10-2019-2606/full/html>

#### Abstract

*Purpose:* A growing number of consumers expect brands to take a stand on social issues. When Gillette launched its video with a social message in 2019, the popular press described it as divisive and controversial. This study aims to examine themes behind the polarized consumer response, aiding brands in the development of social narrative videos.

*Design/Methodology/Approach:* The authors use an existential-phenomenological approach to investigate the meaning behind consumers’ reactions to the Gillette video. Empirical data collection consisted of 24 semi-structured, in-depth interviews. Data were analyzed using the hermeneutic method.

*Findings:* By viewing the Gillette video through the lens of a story, this research uncovers how marketing stories can lead to different interpretations. Specifically, the roots of polarization lie in perceived realism activation and character activation. Additionally, product placement may activate persuasive intent, interrupting immersion into the story.

*Originality/Value:* While marketing research has tended to focus on storytelling’s positive outcomes, this research considers how stories can result in polarizing outcomes for brands. The concept of social narrative videos is introduced, and a framework is presented that outlines facilitators and inhibitors for this type of brand communication.

## Dissertation Essay Abstracts

### Essay #1 Title

“Riding the Wave: How and When Issue Salience Impacts CSR Brand Advertising”

#### Abstract

An increasing number of consumers expect brands to engage in important societal issues. In response to this consumer trend, brands like Procter & Gamble, Gillette, and Microsoft have launched ads to promote their social stances on highly salient issues in public discourse. While CSR advertising research has explored issues such as bone cancer, heart disease, and children’s education, emerging marketing research has begun to investigate how consumers respond to brand stances on more enduring, polarizing issues like abortion and immigration. However, to our knowledge, no research has considered how a broader contextual factor, the salience of the issue, influences consumer response. Because salient issues operate differently than other issues, the current research applies the salience theory of party competition, revealing how two theorized factors – the consensus level for an issue and individual issue importance – interact and differentially impact brand attitudes. Through a series of four experiments with real brands, this research opens a new theoretical corridor for CSR brand advertising, provides empirical evidence for a theoretical premise on consumer responses to different types of issues, and reveals fresh insight into mixed findings on issue importance.

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### Essay #2 Title

“I Suppose That it’s an Issue: The Roles of Brand Activism Stage and Presupposition When Taking a Stand”

#### Abstract

While emerging research on brand activism has generally pointed to negative brand attitudes, these studies focus on the interaction between consumers and the brand’s focal issue. To date, academic research has not yet investigated how the brand’s activism stage and the message itself interact to influence the consumer response. This research develops a brand activism stage framework and applies a linguistic concept, presupposition, to the brand’s message. Using a mixed-method approach of qualitative interviews, content analysis, and five experiments, this manuscript examines how and when more (versus less) subtle presupposition affects brand attitudes. Interestingly, enduring activist brands generate a more positive consumer response than emerging activist brands for the same message. We also find that how the message is communicated more (less) subtle presupposition generates more (less) favorable brand attitudes when the brand is in the emerging activist stage, but there is no difference for enduring activist brands. This research contributes to the brand activism discourse by identifying the role of the brand activism stage and reveals how presupposition affects consumer response to social stances.

## APPENDIX | INDUSTRY EXPERIENCE

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- 2014-2017      The Hershey Company, Senior Brand Manager
- Spearheaded 5-country consumer research study leveraging innovative approach to understand equity strengths and opportunities of company's flagship \$2.5 B brand. Recommendation presented to Chief Marketing Officer which resulted in initiation of global re-positioning work stream.
  - Led construction of multi-year brand revival plan for Hershey Mexico. Galvanized marketing and sales organizations with creation of ambitious brand vision. Identified new consumer target based on psychographic criteria versus traditional demographic approach. Validated targeting approach through consumer research.
  - Selected to lead rapid acceleration innovation project for emerging segment in \$1 B category. Conducted comprehensive category and consumer assessment in 1 week and presented business case to Chief Operating Officer. Mobilized cross-functional team to achieve launch readiness in 6 months. Project model was adopted by Global Innovation to increase speed to market.
- 2010-2014      Colgate-Palmolive, Brand and Shopper Marketing Manager
- Developed comprehensive, multi-million dollar customer marketing plan for brand relaunch. Marketing plan included new, permanent in-aisle shopper communication, full-page circular advertisement, in-store display, and pet services cross-promotions. Generated volume growth +2% above target and +12.5% increase in new households in two months.
  - Initiated first joint social media initiative, which included live chats, digital ad units, product bundle giveaway, unique URL on customer website, and new app. Program exceeded impressions target, leading to a first-ever invitation from customer Director of Social media to co-present at national digital conference.
- 2008-2010      Pepsi-Cola North America, Associate Manager
- Orchestrated turnaround marketing plan for flagship brand in South Texas market resulting in 720 basis point shift versus regional peers.
  - Implemented consistent methods across decentralized analyst group to create platform for applying data to generate macro-level intelligence. Managed one direct report and mentored two analysts.
- 2002-2006      Johnson & Johnson, Management Development Program
- Devised new customer segmentation strategy for \$400 MM product line as part of 18-person pilot team. Received Standards of Leadership award for guiding 10 associates through new model.