

Consumer Experience Platform for M&M Snack Mix

M&M Snack Mix, known for its colorful energy and iconic flavors, wanted to bring its playful brand personality to life online. The goal was simple: turn casual browsing into joyful discovery and build a stronger emotional connection between the brand and its consumers.



Transforming Browsing into Brand Connection

The earlier website showcased products but lacked movement, emotion, and personalization. Recipes, promotions, and product information were static, making the experience feel transactional rather than sensory. The brand needed a digital home that could express the same excitement and flavor that consumers associate with M&M Snack Mix itself.

Designing a Platform That Feels Like the Brand

Anubavam built a responsive, content-rich digital experience on Drupal, PHP, and MySQL, designed to blend interaction, personalization, and design harmony. Every element — from visuals to product recommendations — was crafted to capture M&M's joyful spirit while ensuring scalability for global campaigns.

Highlights include:

- Personalized discovery recommending recipes, snack pairings, and featured mixes based on visitor behavior.
- **Dynamic visuals** rotating featured products and campaigns in real time.
- Integrated media hub blending videos, stories, and social content for brand immersion.
- Bold, accessible design reflecting M&M's signature colors and clean, mobile-ready layout.
- Flexible content framework ready to scale with new flavors, regions, and collaborations.

Impact

The platform delivered measurable improvements in both engagement and retention.

2x increase in content engagement

Longer on-page interactions and brand recall

Consistent global experience across campaigns

Enhanced creative control for brand teams

Technology Foundation

Platform

Drupal 7, PHP, MySQL

Integrations

Social media APIs, analytics tools, global CMS

Deployment

Scalable, cloud-hosted, responsive

Outcome

M&M Snack Mix now offers an online experience that feels as vibrant as the brand itself — one that delights, informs, and connects visitors with every scroll.

"The platform brings the M&M Snack Mix world online — bright, personal, and impossible not to enjoy."

