



# From Theory to Practice: Design Thinking That Drives Performance





# M&M'S Retail: The Best Experience of the M&M's Brand



**ONLINE**



**IN STORE**



**B2B, LICENSING &  
MASS CUSTOMIZATION**



# Our B2B Products



# We Were Making it Difficult

1-800 number order placement

Slow Response Time

Manual Legal Disclaimer Forms

Small & Large Orders Treated the Same

US/EU Digital Experience?







# The Results

**9  
Projects**

**2080  
Orders**

**\$1018  
Average  
order size**

**5  
Weeks**

**9 %  
Conversion  
rate**

**4 X  
Conversion  
From LY**



# Key Learnings



Voice of Consumer is critical



Get the right people in the room



Keep an open mind and be willing to adapt and change





