Mad Men Solution

One counts the number of M&M's of each color in the bag (the skittles are there to mess with you, as indicated by the fact that the initials of the puzzle's title are MM). Then one notices that the initials of the words given in the puzzle match up with Red, Orange, Yellow, Green, Blue and Brown (which are the colors of M&Ms). One indexes the number of M&Ms of that color into the word to get the answer, POSTER.