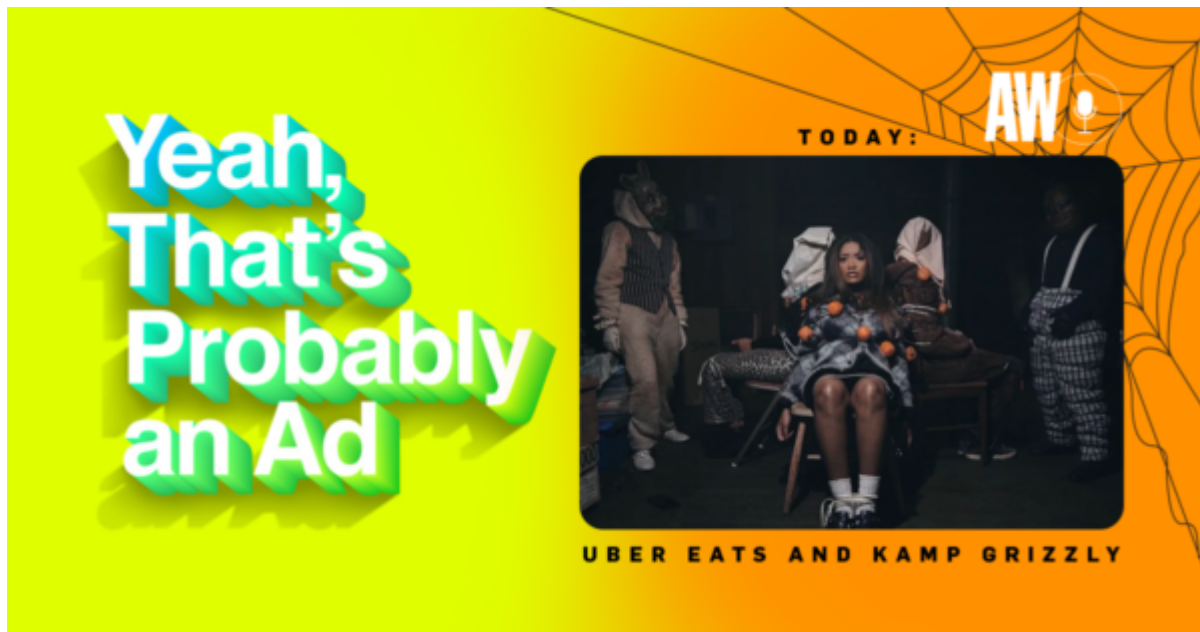


Adweek Podcast: Behind the Screams of Uber Eats' Halloween Film



Hosted by AMA Marketing Hall of Fame inductee [Antonio Lucio](#), the [Adweek Home / Work](#) podcast breaks down the good, bad, ugly and extraordinary of balancing life and work. Tune in.

In this week's episode of Yeah, That's Probably an Ad, creative and inclusion editor Shannon Miller and director of audience engagement Jess Zafarris are joined by Katie Donnel, senior marketer at Uber Eats, and Simon Armour, creative director at Kamp Grizzly to discuss Uber Eats' Halloween horror film starring Keke Palmer, how the film came together and the next frontier for shoppable creativity.

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