




Search



Try for free

Looking for Board Roles? - Advisory Boards are Seeking CEOs Right Now - Search 42 Currently Open. Ad ...



**Benton Crane** · 1st

CEO at Harmon Brothers, creators of the internet's best ads such as Squatty Potty, Purple, Chatbooks, and more.  
Provo, Utah · 500+ connections · [Contact info](#)

Providing services  
Content Strategy, Brand Marketing, Advertising, Social Media Marketing, Digital Marketing, Marketing Consulting, and Lead Generation  
[See all details](#)

**Harmon Brothers**  
Brigham Young University

[Message](#) [More...](#)

## Highlights



56 mutual connections

You and Benton both know Phil Alves, Joseph Wecker, and 54 others



Benton is celebrating 7 years at Harmon Brothers

[Say congrats](#)

[Show more](#)

## About

We use storytelling, humor, and other key ingredients to create social videos that sell products. As CEO of Harmon Brothers, the Provo, Utah-based ad agency behind the most viral ads in internet history, I've had the opportunity to manage the incredible team behind ads that have collectively driven more than 1 billion views, over \$300 mil ... [see more](#)

## Featured

[See all](#)



**Stop Wasting Hours Making Photo Books. This One Takes 1 Minute. #Chatbooks**  
YouTube

Harmon Brothers created an iconic character and family situation that resonated with...



**This Unicorn Changed the Way I Poop - #SquattyPotty**  
YouTube

"The Greatest Viral Ad in Internet History" - BoiBoing...



**How to Use a Ram Mattress is Awful**  
YouTube

Harmon Brothers and launched the



## Experience



**Harmon Brothers**  
7 yrs 1 mo

### CEO

Sep 2017 – Present · 3 yrs 1 mo  
Provo, Utah Area

### Managing Director

Sep 2013 – Sep 2017 · 4 yrs 1 mo  
Provo, Utah Area

I wear many hats, but all my roles share the goal of taking care of our clients. We have some amazing clients who have given us the green light to make some of the most successful YouTube ad campaigns of all time (see [harmonbrothers.com](#)).

[...see more](#)



### Owner

Provo CrossFit  
Jan 2014 – Apr 2016 · 2 yrs 4 mos  
148 N. Draper Lane Provo UT

Provo CrossFit is a family-oriented gym that my wife and I grew to over 100 members then sold.



**Co Founder**  
VidAngel

Jun 2014 – Dec 2015 · 2 yrs

Get the latest jobs and industry news



Fred, explore relevant opportunities with Steel Rives LLP

[Follow](#)

## LEARNING

Add new skills with these courses



**SEO Foundations**

157,930 viewers



**Google Ads (AdWords) Essential Training**

58,071 viewers



**Marketing Programs that Power Customer Acquisition**

2,483 viewers

[See more courses](#)

## Promoted



**Looking for Board Roles?**  
Advisory Boards are Seeking CEOs Right Now - Search 42 Currently Open.



**Online LL.M. in Taxation**  
Complete the online program in as little as one year. J.D. required.



**Entrepreneurship Online**  
Become Successful in Venture Creation by Learning Skills and Techniques.

provo, utah area

Provo, Utah Area

I co founded VidAngel with the Harmon Brothers. VidAngel allows you to watch streaming movies however the "BLEEP" you want. You can filter out objectionable content, or you can leave it in. It's up to YOU.

...see more



This Poor Family Gets Shot with 3,192...



#### Consultant

Deloitte

Jul 2011 - Sep 2013 · 2 yrs 3 mos

Rosslyn, VA

Survey Research and Workforce Analytics



#### Statistician

US Census Bureau

Jun 2008 - Jul 2011 · 3 yrs 2 mos

Survey Research and Data Analysis

Show 3 more experiences

Survey Research and Data Analysis

Show 3 more experiences

### Education



#### Brigham Young University

BA, Economics

2004 - 2008



#### Utah Valley University

Associates, Automotive Technology

2001 - 2003

Activities and Societies: Competed in VICA Skills Competition (automotive repair) 1st place Utah Valley region 1st place Utah State 2nd place National



#### Provo Labs Internet Academy

Internet Marketing

Studied Internet marketing (principally SEO and PPC).



### Accomplishments

1

#### Language

Portuguese



1

#### Patent

Curating Filters for Audiovisual Content



1

#### Project

This Unicorn Changed the Way I Poop - #SquattyPotty

