

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

Harmon Brothers

Get a crap-ton of eyeballs with ads that brand and sell

Message me for an application

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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

Highlights

56 mutual connections You and Benton both know Phil Alves, Joseph Wacker, 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 Rai 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 149 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 Jan 2014 - Dec 2015 · 2 yrs

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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

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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

