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Award

Out of Home Advertising - University of Birmingham Dubai Campus

THE UNIVERSITY OF BIRMINGHAM

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-020168

Procurement identifier (OCID): ocds-h6vhtk-050924 ([view related notices](#))

Published 9 May 2025, 4:03pm

Scope

Reference

SC13912/25

Description

The requirement is for Media resources for the execution of the Out of Home campaign, to raise brand awareness of the university's Dubai campus across Dubai with the view to support student acquisition. The preferred locations for this campaign are along Sheikh Zayad Road, particularly the interchanges by the business hub of the city (DIFC), as these locations capture a high volume of impressions and our preferred demographic. The supplier Backlite Media owns the screens on these locations and the campaign cannot be booked through another supplier. There is no alternative for this provision.

Contract 1. Out of Home Advertising University of Birmingham Dubai Campus

Supplier

- Backlite Media LLC

Contract value

- £250,000 including VAT

Above the relevant threshold

Award decision date

9 May 2025

Standstill period

- End: 20 May 2025
- 8 working days

Earliest date the contract will be signed

21 May 2025

Contract dates (estimated)

- 21 May 2025 to 20 May 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- AE - United Arab Emirates

Procedure

Procedure type

Direct award

Supplier

Backlite Media LLC

- Public Procurement Organisation Number: PXCX-9634-WLNG

Office 2501, Media One Tower, Dubai Media City

Dubai

48794

United Arab Emirates

Email: junell@backlitmedia.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Out of Home Advertising University of Birmingham Dubai Campus

Contracting authority

THE UNIVERSITY OF BIRMINGHAM

- Companies House: RC000645
- Public Procurement Organisation Number: PHCQ-3464-LVTM

Edgbaston

Birmingham

B15 2TT

United Kingdom

Contact name: Chris Morgan

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Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government