

**CAMPANHAS \_OCT\_OFERTA MAES\_2013**

**OI CONTA TOTAL SMARTPHONE - MIGRAÇÃO VOZ E DADOS**

**GRUPO 1: AM e AP**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_MIG_MAE13_G1_SMS_IPC	OCTLight_40.19%_SMS_IPC_SUB_MIG01i	OCT light	Sem multa	Hot line
	OCT2_23.28%_SMS_IPC_SUB_MIG01i	OCT 2		
	OCT2+_16.78%_SMS_IPC_SUB_MIG01i	OCT2+;		
	OCT3_23.56%_SMS_IPC_SUB_MIG01i	OCT3;		
	OCT3+_17.54%_SMS_IPC_SUB_MIG01i	OCT3+;		
	OCT4_20.23%_SMS_IPC_SUB_MIG01i	OCT4;		
OCT4+_11.91%_SMS_IPC_SUB_MIG01i	OCT4+;			

**GRUPO 2: Demais UF's (DDDs**

**21,22,24,27,28,31,32,33,34,35,37,38,41,42,43,44,45,46,47,48,49,51,53,54,55,61,62,63,64,65,66,67,68,69,71,73,74,75,77,79,81,82,83,84,85,86,87,88,89,91,93,94,95,98,99)**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_MIG_MAE13_G2_SMS_IPC	OCTLight_19.05%_SMS_IPC_SUB_MIG02j	OCT light	Sem multa	Hot line
	OCT2_16.53%_SMS_IPC_SUB_MIG02j	OCT 2		
	OCT2+_16.78%_SMS_IPC_SUB_MIG02j	OCT2+;		
	OCT3_17.45%_SMS_IPC_SUB_MIG02j	OCT3;		
	OCT3+_17.54%_SMS_IPC_SUB_MIG02j	OCT3+;		
	OCT4_11.52%_SMS_IPC_SUB_MIG02j	OCT4;		
OCT4+_11.91%_SMS_IPC_SUB_MIG02j	OCT4+;			

**OI CONTA TOTAL SMARTPHONE - MIGRAÇÃO VOZ E DADOS - 5GB**

**GRUPO 1: AM e AP**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_MIG_MAE13_G1_SMS_IPC_5GB	OCTLight_26.44%_SMS_IPC_SUB_MIG01i	OCT light	Sem multa	Hot line
	OCT2_11.40%_SMS_IPC_SUB_MIG01i	OCT 2		
	OCT2+_4.86%_SMS_IPC_SUB_MIG01i	OCT2+;		
	OCT3_14.90%_SMS_IPC_SUB_MIG01i	OCT3;		
	OCT3+_8.72%_SMS_IPC_SUB_MIG01i	OCT3+;		
	OCT4_01.43%_SMS_IPC_SUB_MIG01i	OCT4;		
OCT4+_4.72%_SMS_IPC_SUB_MIG01i	OCT4+;			

**GRUPO 2: Demais UF's (DDDs**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_MIG_MAE13_G2_SMS_IPC_5GB	OCTLight_0.43%_SMS_IPC_SUB_MIG02j	OCT light	Sem multa	Hot line
	OCT2_3.61%_SMS_IPC_SUB_MIG02j	OCT 2		
	OCT2+_4.86%_SMS_IPC_SUB_MIG02j	OCT2+;		
	OCT3_8.10%_SMS_IPC_SUB_MIG02j	OCT3;		
	OCT3+_8.72%_SMS_IPC_SUB_MIG02j	OCT3+;		
	OCT4_3.98%_SMS_IPC_SUB_MIG02j	OCT4;		
OCT4+_4.72%_SMS_IPC_SUB_MIG02j	OCT4+;			