

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

**SOMENTE VOZ (Portfólio OI CONTA TOTAL)**

**GRUPO 1: AM e AP**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_MAE13_G1	OCTLight_42.39%_01	OCT Light	Sem multa	Todos os canais
	OCT2_29.56%_SMS01	OCT 2		
	OCT2+ 23.07%_SMS01	OCT 2 +		
	OCT3_29.50%_SMS01	OCT 3		
	OCT3+ 23.59%_SMS01	OCT 3 +		
	OCT4_26.69%_SMS01	OCT 4		
	OCT4+ 18.73%_SMS01	OCT 4 +		

**GRUPO 2: Demais UF's (DDD's)**

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_MAE13_G2	OCTLight_22.01%_02	OCT Light	Sem multa	Todos os canais
	OCT2_23.36%_SMS02	OCT 2		
	OCT2+ 23.07%_SMS02	OCT 2 +		
	OCT3_23.87%_SMS02	OCT 3		
	OCT3+ 23.59%_SMS02	OCT 3 +		
	OCT4_18.69%_SMS02	OCT 4		
	OCT4+ 18.73%_SMS02	OCT 4 +		

**VOZ + SMS (Portfólio OI CONTA TOTAL)**

**GRUPO 1: AM e AP**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCTLIGHT_MAE13_G1_SMS	OCTLight_42.39%_SMS01	OCT light	Sem multa	Todos os canais

**GRUPO 2: Demais UF's (DDD's)**

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
OCTLIGHT_MAE13_G2_SMS	OCTLight_22.01%_SMS02	OCT light	Sem multa	Todos os canais

**VOZ + DADOS (Portfólio OI CONTA TOTAL)**

**GRUPO 1: AM e AP**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_MAE13_G1_IPC	OCTLight_42.39%_IPC01	OCT light	Sem multa	Todos os canais
	OCT2_29.56%_IPC_SMS01	OCT 2		
	OCT2+ 23.07%_IPC_SMS01	OCT2+;		
	OCT3_29.50%_IPC_SMS01	OCT3;		
	OCT3+ 23.59%_IPC_SMS01	OCT3+;		
	OCT4_26.69%_IPC_SMS01	OCT4;		
	OCT4+ 18.73%_IPC_SMS01	OCT4+;		

**GRUPO 2: Demais UF's (DDD's)**

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_MAE13_G2_IPC	OCTLight_22.01%_IPC02	OCT light	Sem multa	Todos os canais
	OCT2_23.36%_IPC_SMS02	OCT 2		
	OCT2+ 23.07%_IPC_SMS02	OCT2+;		
	OCT3_23.87%_IPC_SMS02	OCT3;		
	OCT3+ 23.59%_IPC_SMS02	OCT3+;		
	OCT4_18.69%_IPC_SMS02	OCT4;		
	OCT4+ 18.73%_IPC_SMS02	OCT4+;		

**VOZ + DADOS + SMS (Portfólio OI CONTA TOTAL)**

**GRUPO 1: AM e AP**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCTLIGHT_MAE13_G1_IPC_SMS	OCTLight_42.39%_IPC_SMS01	OCT light	Sem multa	Todos os canais

**GRUPO 2: Demais UF's (DDD's)**

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
OCTLIGHT_MAE13_G2_IPC_SMS	OCTLight_22.01%_IPC_SMS02	OCT light	Sem multa	Todos os canais