

CAMPANHAS OCT OFERTA MÃES 2013

SOMENTE VOZ (Portfólio OI CONTA TOTAL)

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FID_MAE13_G1	OCTLight_49.63%_FID01	OCT Light	Com multa de serviço	Todos os canais
	OCT2_35.82%_FID01_SMS	OCT 2		
	OCT2+_29.35%_FID01_SMS	OCT 2 +		
	OCT3_34.06%_FID01_SMS	OCT 3		
	OCT3+_28.23%_FID01_SMS	OCT 3 +		
	OCT4_30.27%_FID01_SMS	OCT 4		
	OCT4+_22.52%_FID01_SMS	OCT 4 +		

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_FID_MAE13_G2	OCTLight_31.82_FID02	OCT Light	Com multa de serviço	Todos os canais
	OCT2_30.17%_FID02_SMS	OCT 2		
	OCT2+_29.35%_FID02_SMS	OCT 2 +		
	OCT3_28.79%_FID02_SMS	OCT 3		
	OCT3+_28.23%_FID02_SMS	OCT 3 +		
	OCT4_22.66%_FID02_SMS	OCT 4		
	OCT4+_22.52%_FID02_SMS	OCT 4 +		

VOZ + SMS (Portfólio OI CONTA TOTAL)

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCTLIGHT_FID_MAE13_G1_SMS	OCTLight_49.63_SMS_FID01	OCT light	Com multa de serviço	Todos os canais

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
OCTLIGHT_FID_MAE13_G2_SMS	OCTLight_31.83_SMS_FID02	OCT light	Com multa de serviço	Todos os canais

VOZ + DADOS (Portfólio OI CONTA TOTAL)

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FID_MAE13_G1_IPC	OCTLight_49.63%_IPC_FID01	OCT light	Com multa de serviço	Todos os canais
	OCT2_35.82%_IPC_FID01_SMS	OCT 2		
	OCT2+_29.35%_IPC_FID01_SMS	OCT2+;		
	OCT3_34.06%_IPC_FID01_SMS	OCT3;		
	OCT3+_28.23%_IPC_FID01_SMS	OCT3+;		
	OCT4_30.27%_IPC_FID01_SMS	OCT4;		
	OCT4+_22.52%_IPC_FID01_SMS	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_FID_MAE13_OCT_G2_IPC	OCTLight_31.82_IPC_FID02	OCT light	Com multa de serviço	Todos os canais
	OCT2_30.17%_IPC_FID02_SMS	OCT 2		
	OCT2+_29.35%_IPC_FID02_SMS	OCT2+;		
	OCT3_28.79%_IPC_FID02_SMS	OCT3;		
	OCT3+_28.23%_IPC_FID02_SMS	OCT3+;		
	OCT4_22.66%_IPC_FID02_SMS	OCT4;		
	OCT4+_22.52%_IPC_FID02_SMS	OCT4+;		

VOZ + DADOS + SMS (Portfólio OI CONTA TOTAL)**GRUPO 1: AM e AP**

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCTLIGHT_FID_MAE13_G1_SMS_IPC	OCTLight_49.63%_SMS_IPC_FID01	OCT light	Com multa de serviço	Todos os canais

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
OCTLIGHT_FID_MAE13_G2_SMS_IPC	OCTLight_31.82_SMS_IPC_FID02	OCT light	Com multa de serviço	Todos os canais