

**CAMPANHAS OCT OFERTA NATAL 2013**

**VOZ + INTERNET 100MB + SMS - SEM IMEI - FID-MIG**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_SMS_100MB	OCTlight_53.26%_SMS_100MB_FIDMIG	OCT Light	Sem Multa	Hotline
	OCT2_38.95%_SMS_100MB_FIDMIG	OCT 2		
	OCT3_36.35%_SMS_100MB_FIDMIG	OCT 3		
	OCT4_32.07%_SMS_100MB_FIDMIG	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G2_SMS_100MB	OCTlight_36.73%_SMS_100MB_FIDMIG	OCT Light	Sem Multa	Hotline
	OCT2_33.58%_SMS_100MB_FIDMIG	OCT 2		
	OCT3_31.26%_SMS_100MB_FIDMIG	OCT 3		
	OCT4_24.65%_SMS_100MB_FIDMIG	OCT 4		

**VOZ + INTERNET 100MB + SMS + DDD - SEM IMEI**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_LD_SMS_100MB	OCTlight_46.01%_SMS_100MB_FIDMIG_LD	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_100MB_FIDMIG_LD	OCT 2 +		
	OCT3+_30.56%_SMS_100MB_FIDMIG_LD	OCT 3 +		
	OCT4+_24.42%_SMS_100MB_FIDMIG_LD	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FID_MIG_CON_NAT13_ZC_G2_LD_SMS_100MB	OCTlight_26.92%_SMS_100MB_FIDMIG_LD	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_100MB_FIDMIG_LD	OCT 2 +		
	OCT3+_30.56%_SMS_100MB_FIDMIG_LD	OCT 3 +		
	OCT4+_24.42%_SMS_100MB_FIDMIG_LD	OCT 4 +		

**VOZ + INTERNET + SMS - SEM IMEI**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_SMS_IPC	OCTlight_53.26%_SMS_IPC_FIDMIG	OCT Light	Sem Multa	Hotline
	OCT2_38.95%_SMS_IPC_FIDMIG	OCT 2		
	OCT3_36.35%_SMS_IPC_FIDMIG	OCT 3		
	OCT4_32.07%_SMS_IPC_FIDMIG	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FID_MIG_CON_NAT13_ZC_G2_SMS_IPC	OCTlight_36.73%_SMS_IPC_FIDMIG	OCT Light	Sem Multa	Hotline
	OCT2_33.58%_SMS_IPC_FIDMIG	OCT 2		
	OCT3_31.26%_SMS_IPC_FIDMIG	OCT 3		
	OCT4_24.65%_SMS_IPC_FIDMIG	OCT 4		

**VOZ + INTERNET + SMS + DDD - SEM IMEI**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_LD_SMS_IPC	OCTlight_46.01%_SMS_IPC_LD_FIDMIG	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_IPC_LD_FIDMIG	OCT 2 +		
	OCT3+_30.56%_SMS_IPC_LD_FIDMIG	OCT 3 +		
	OCT4+_24.42%_SMS_IPC_LD_FIDMIG	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G2_LD_SMS_IPC	OCTlight_26.92%_SMS_IPC_LD_FIDMIG	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_IPC_LD_FIDMIG	OCT 2 +		
	OCT3+_30.56%_SMS_IPC_LD_FIDMIG	OCT 3 +		
	OCT4+_24.42%_SMS_IPC_LD_FIDMIG	OCT 4 +		

**VOZ + INTERNET 5GB (CIDADES 4G) + SMS - SEM IMEI**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_SMS_5GB	OCTlight_53.26%_SMS_FIDMIG_5GB	OCT Light	Sem Multa	Hotline
	OCT2_38.95%_SMS_FIDMIG_5GB	OCT 2		
	OCT3_36.35%_SMS_FIDMIG_5GB	OCT 3		
	OCT4_32.07%_SMS_FIDMIG_5GB	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G2_SMS_5GB	OCTlight_36.73%_SMS_FIDMIG_5GB	OCT Light	Sem Multa	Hotline
	OCT2_33.58%_SMS_FIDMIG_5GB	OCT 2		
	OCT3_31.26%_SMS_FIDMIG_5GB	OCT 3		
	OCT4_24.65%_SMS_FIDMIG_5GB	OCT 4		

**VOZ + INTERNET 5GB (CIDADES 4G) + SMS + DDD - SEM IMEI**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_LD_SMS_5GB	OCTlight_46.01%_SMS_FIDMIG_5GB_LD	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_FIDMIG_5GB_LD	OCT 2 +		
	OCT3+_30.56%_SMS_FIDMIG_5GB_LD	OCT 3 +		
	OCT4+_24.42%_SMS_FIDMIG_5GB_LD	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G2_LD_SMS_5GB	OCTlight_26.92%_SMS_FIDMIG_5GB_LD	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_FIDMIG_5GB_LD	OCT 2 +		
	OCT3+_30.56%_SMS_FIDMIG_5GB_LD	OCT 3 +		

OCT4+ 24.42% SMS_FIDMIG_5GB_LD	OCT 4 +	
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