

CAMPANHAS_OCT_OFERTA NATAL 2013

VOZ + INTERNET 100MB + SMS - COM IMEI - FID-MIG

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_SMS_100MB_IMEI	OCTLight_53.26%_SMS_100MB_FIDMIG_IMEI	OCT Light	Sem Multa	Hotline
	OCT2_38.95%_SMS_100MB_FIDMIG_IMEI	OCT 2		
	OCT3_36.35%_SMS_100MB_FIDMIG_IMEI	OCT 3		
	OCT4_32.07%_SMS_100MB_FIDMIG_IMEI	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G2_SMS_100MB_IMEI	OCTLight_36.73%_SMS_100MB_FIDMIG_IMEI	OCT Light	Sem Multa	Hotline
	OCT2_33.58%_SMS_100MB_FIDMIG_IMEI	OCT 2		
	OCT3_31.26%_SMS_100MB_FIDMIG_IMEI	OCT 3		
	OCT4_24.65%_SMS_100MB_FIDMIG_IMEI	OCT 4		

VOZ + INTERNET 100MB + SMS + DDD - COM IMEI

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_LD_SMS_100MB_IMEI	OCTLight_46.01%_SMS_100MB_FIDMIG_LD_IMEI	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_100MB_FIDMIG_LD_IMEI	OCT 2 +		
	OCT3+_30.56%_SMS_100MB_FIDMIG_LD_IMEI	OCT 3 +		
	OCT4+_24.42%_SMS_100MB_FIDMIG_LD_IMEI	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G2_LD_SMS_100MB_IMEI	OCTLight_26.92%_SMS_100MB_FIDMIG_LD_IMEI	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_100MB_FIDMIG_LD_IMEI	OCT 2 +		
	OCT3+_30.56%_SMS_100MB_FIDMIG_LD_IMEI	OCT 3 +		
	OCT4+_24.42%_SMS_100MB_FIDMIG_LD_IMEI	OCT 4 +		

VOZ + INTERNET + SMS - COM IMEI

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FID_MIG_CON_NAT13_ZC_G1_SMS_IPC_IMEI	OCTLight_53.26%_SMS_IPC_FIDMIG_IMEI	OCT Light	Sem Multa	Hotline
	OCT2_38.95%_SMS_IPC_FIDMIG_IMEI	OCT 2		
	OCT3_36.35%_SMS_IPC_FIDMIG_IMEI	OCT 3		
	OCT4_32.07%_SMS_IPC_FIDMIG_IMEI	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_IMEI	OCTLight_36.73%_SMS_IPC_FIDMIG_IMEI	OCT Light	Sem Multa	Hotline
	OCT2_33.58%_SMS_IPC_FIDMIG_IMEI	OCT 2		
	OCT3_31.26%_SMS_IPC_FIDMIG_IMEI	OCT 3		
	OCT4_24.65%_SMS_IPC_FIDMIG_IMEI	OCT 4		

VOZ + INTERNET + SMS + DDD - COM IMEI

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_LD_SMS_IPC_IMEI	OCTLight_46.01%_SMS_IPC_LD_FIDMIG_IMEI	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_IPC_LD_FIDMIG_IMEI	OCT 2 +		
	OCT3+_30.56%_SMS_IPC_LD_FIDMIG_IMEI	OCT 3 +		
	OCT4+_24.42%_SMS_IPC_LD_FIDMIG_IMEI	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_IMEI	OCTLight_26.92%_SMS_IPC_LD_FIDMIG_IMEI	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_IPC_LD_FIDMIG_IMEI	OCT 2 +		
	OCT3+_30.56%_SMS_IPC_LD_FIDMIG_IMEI	OCT 3 +		
	OCT4+_24.42%_SMS_IPC_LD_FIDMIG_IMEI	OCT 4 +		

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

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_SMS_5GB_IMEI	OCTLight_53.26%_SMS_FIDMIG_5GB_IMEI	OCT Light	Sem Multa	Hotline
	OCT2_38.95%_SMS_FIDMIG_5GB_IMEI	OCT 2		
	OCT3_36.35%_SMS_FIDMIG_5GB_IMEI	OCT 3		
	OCT4_32.07%_SMS_FIDMIG_5GB_IMEI	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G2_SMS_5GB_IMEI	OCTLight_36.73%_SMS_FIDMIG_5GB_IMEI	OCT Light	Sem Multa	Hotline
	OCT2_33.58%_SMS_FIDMIG_5GB_IMEI	OCT 2		
	OCT3_31.26%_SMS_FIDMIG_5GB_IMEI	OCT 3		
	OCT4_24.65%_SMS_FIDMIG_5GB_IMEI	OCT 4		

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

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FIDMIG_CON_NAT13_ZC_G1_LD_SMS_5GB_IMEI	OCTLight_46.01%_SMS_FIDMIG_5GB_LD_IMEI	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_FIDMIG_5GB_LD_IMEI	OCT 2 +		
	OCT3+_30.56%_SMS_FIDMIG_5GB_LD_IMEI	OCT 3 +		
	OCT4+_24.42%_SMS_FIDMIG_5GB_LD_IMEI	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_IMEI	OCTLight_26.92%_SMS_FIDMIG_5GB_LD_IMEI	OCT Light	Sem Multa	Hotline
	OCT2+_32.49%_SMS_FIDMIG_5GB_LD_IMEI	OCT 2 +		
	OCT3+_30.56%_SMS_FIDMIG_5GB_LD_IMEI	OCT 3 +		
	OCT4+_24.42%_SMS_FIDMIG_5GB_LD_IMEI	OCT 4 +		