

CAMPANHAS_OCT_OFERTA NATAL 2013

OI CONTA TOTAL SMARTPHONE - SEM DACC - PORT

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G1_SMS_500MB	OCTLight_43.84%_SMS_500MB_PORT	OCT light	Aparelho	Canal local
	OCT2_26.43%_SMS_500MB_PORT	OCT 2		
	OCT3_25.85%_SMS_500MB_PORT	OCT 3		
	OCT4_22.03%_SMS_500MB_PORT	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G2_SMS_500MB	OCTLight_23.97%_SMS_500MB_PORT	OCT light	Aparelho	Canal local
	OCT2_19.96%_SMS_500MB_PORT	OCT 2		
	OCT3_19.92%_SMS_500MB_PORT	OCT 3		
	OCT4_13.52%_SMS_500MB_PORT	OCT 4		

OI CONTA TOTAL SMARTPHONE - SEM DACC + DDD - PORT

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G1_SMS_500MB_LD	OCTLight_36.59%_SMS_500MB_PORT_LD	OCT light	Aparelho	Canal local
	OCT2+_19.93%_SMS_500MB_PORT_LD	OCT 2 +		
	OCT3+_19.87%_SMS_500MB_PORT_LD	OCT 3 +		
	OCT4+_13.81%_SMS_500MB_PORT_LD	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G2_SMS_500MB_LD	OCTLight_14.17%_SMS_500MB_PORT_LD	OCT light	Aparelho	Canal local
	OCT2+_19.93%_SMS_500MB_PORT_LD	OCT 2 +		
	OCT3+_19.87%_SMS_500MB_PORT_LD	OCT 3 +		
	OCT4+_13.81%_SMS_500MB_PORT_LD	OCT 4 +		

OI CONTA TOTAL SMARTPHONE - SEM DACC - UP

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G1_SMS_500MB	OCTLight_43.84%_SMS_UP_500MB	OCT light	Aparelho	Canal local
	OCT2_26.43%_SMS_UP_500MB	OCT 2		
	OCT3_25.85%_SMS_UP_500MB	OCT 3		
	OCT4_22.03%_SMS_UP_500MB	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G2_SMS_500MB	OCTLight_23.97%_SMS_UP_500MB	OCT light	Aparelho	Canal local
	OCT2_19.96%_SMS_UP_500MB	OCT 2		
	OCT3_19.92%_SMS_UP_500MB	OCT 3		
	OCT4_13.52%_SMS_UP_500MB	OCT 4		

OI CONTA TOTAL SMARTPHONE - SEM DACC + DDD - UP

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G1_SMS_500MB_LD	OCTLight_36.59%_SMS_UP_500MB_LD	OCT light	Aparelho	Canal local
	OCT2+_19.93%_SMS_UP_500MB_LD	OCT 2 +		
	OCT3+_19.87%_SMS_UP_500MB_LD	OCT 3 +		
	OCT4+_13.81%_SMS_UP_500MB_LD	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G2_SMS_500MB_LD	OCTLight_14.17%_SMS_UP_500MB_LD	OCT light	Aparelho	Canal local
	OCT2+_19.93%_SMS_UP_500MB_LD	OCT 2 +		
	OCT3+_19.87%_SMS_UP_500MB_LD	OCT 3 +		
	OCT4+_13.81%_SMS_UP_500MB_LD	OCT 4 +		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB - PORT

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G1_SMS_5GB	OCTLight_34.77%_SMS_5GB_PORT	OCT light	Aparelho	Canal local
	OCT2_18.60%_SMS_5GB_PORT	OCT 2		
	OCT3_20.14%_SMS_5GB_PORT	OCT 3		
	OCT4_17.54%_SMS_5GB_PORT	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G2_SMS_5GB	OCTLight_11.71%_SMS_5GB_PORT	OCT light	Aparelho	Canal local
	OCT2_11.44%_SMS_5GB_PORT	OCT 2		
	OCT3_13.76%_SMS_5GB_PORT	OCT 3		
	OCT4_8.55%_SMS_5GB_PORT	OCT 4		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB + DDD - PORT

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G1_SMS_5GB_LD	OCTLight_27.52%_SMS_5GB_PORT_LD	OCT light	Aparelho	Canal local
	OCT2+_12.08%_SMS_5GB_PORT_LD	OCT 2 +		
	OCT3+_14.06%_SMS_5GB_PORT_LD	OCT 3 +		
	OCT4+_9.07%_SMS_5GB_PORT_LD	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G2_SMS_5GB_LD	OCTLight_1.90%_SMS_5GB_PORT_LD	OCT light	Aparelho	Canal local
	OCT2+_12.08%_SMS_5GB_PORT_LD	OCT 2 +		
	OCT3+_14.07%_SMS_5GB_PORT_LD	OCT 3 +		
	OCT4+_9.07%_SMS_5GB_PORT_LD	OCT 4 +		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB - UP

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G1_SMS_5GB	OCTLight_34.77%_SMS_UP_5GB	OCT light	Aparelho	Canal local
	OCT2_18.60%_SMS_UP_5GB	OCT 2		
	OCT3_20.14%_SMS_UP_5GB	OCT 3		
	OCT4_17.54%_SMS_UP_5GB	OCT 4		

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CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G2_SMS_5GB	OCTLight_11.71%_SMS_UP_5GB	OCT light	Aparelho	Canal local
	OCT2_11.44%_SMS_UP_5GB	OCT 2		
	OCT3_13.76%_SMS_UP_5GB	OCT 3		
	OCT4_8.55%_SMS_UP_5GB	OCT 4		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB + DDD - UP

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G1_SMS_5GB_LD	OCTLight_27.52%_SMS_5GB_UP_LD	OCT light	Aparelho	Canal local
	OCT2+_12.08%_SMS_5GB_UP_LD	OCT 2 +		
	OCT3+_14.06%_SMS_5GB_UP_LD	OCT 3 +		
	OCT4+_9.07%_SMS_5GB_UP_LD	OCT 4 +		

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CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_NAT13_ZC_G2_SMS_5GB_LD	OCTLight_1.90%_SMS_5GB_UP_LD	OCT light	Aparelho	Canal local
	OCT2+_12.08%_SMS_5GB_UP_LD	OCT 2 +		
	OCT3+_14.07%_SMS_5GB_UP_LD	OCT 3 +		
	OCT4+_9.07%_SMS_5GB_UP_LD	OCT 4 +		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB (CIDADES 4G) - PORT

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G1_SMS_5GB_4G	OCTLight_34.78%_SMS_5GB_PORT_4G	OCT light	Aparelho	Canal local
	OCT2_18.60%_SMS_5GB_PORT_4G	OCT 2		
	OCT3_20.15%_SMS_5GB_PORT_4G	OCT 3		
	OCT4_17.55%_SMS_5GB_PORT_4G	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
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OCT_SUB_PORT_NAT13_ZC_G2_SMS_5GB_4G	OCTLight_11.71%_SMS_5GB_PORT_4G	OCT light	Aparelho	Canal local
	OCT2_11.44%_SMS_5GB_PORT_4G	OCT 2		
	OCT3_13.76%_SMS_5GB_PORT_4G	OCT 3		
	OCT4_8.55%_SMS_5GB_PORT_4G	OCT 4		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB + DDD (CIDADES 4G) - PORT

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OCT_SUB_PORT_NAT13_ZC_G1_SMS_5GB_4G_LD	OCTLight_27.53%_SMS_5GB_PORT_LD_4G	OCT light		

	OCT2+ 12.08% SMS_5GB_PORT_LD_4G	OCT 2 +	Aparelho	Canal local
	OCT3+ 14.07% SMS_5GB_PORT_LD_4G	OCT 3 +		
	OCT4+ 9.07% SMS_5GB_PORT_LD_4G	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_NAT13_ZC_G2_SMS_5GB_4G_LD	OCTLight_1.90%_SMS_5GB_PORT_LD_4G	OCT light	Aparelho	Canal local
	OCT2+ 12.08% SMS_5GB_PORT_LD_4G	OCT 2 +		
	OCT3+ 14.07% SMS_5GB_PORT_LD_4G	OCT 3 +		
	OCT4+ 9.07% SMS_5GB_PORT_LD_4G	OCT 4 +		

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	OCT4_8.55%_SMS_UP_5GB_4G	OCT 4		

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	OCT2+ 12.08% SMS_UP_5GB_LD_4G	OCT 2 +		
	OCT3+ 14.07% SMS_UP_5GB_LD_4G	OCT 3 +		
	OCT4+ 9.07% SMS_UP_5GB_LD_4G	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
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	OCT2+ 12.08% SMS_UP_5GB_LD_4G	OCT 2 +		
	OCT3+ 14.07% SMS_UP_5GB_LD_4G	OCT 3 +		
	OCT4+ 9.07% SMS_UP_5GB_LD_4G	OCT 4 +		

