

**CAMPANHAS\_OCT\_OFERTA NATAL\_2013**

**OI CONTA TOTAL SMARTPHONE - COM DACC - PORT**

<b>GRUPO 1: AM e AP</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_PORT_DACC_NAT13_ZC_G1_SMS_500MB	OCTLight_47.76%_SMS_500MB_PORT	OCT light	Aparelho	Canal local
	OCT2_29.56%_SMS_500MB_PORT	OCT 2		
	OCT3_28.13%_SMS_500MB_PORT	OCT 3		
	OCT4_23.82%_SMS_500MB_PORT	OCT 4		

<b>GRUPO 2: Demais UF's (exceto AM e AP)</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_PORT_DACC_NAT13_ZC_G2_SMS_500MB	OCTLight_28.88%_SMS_500MB_PORT	OCT light	Aparelho	Canal local
	OCT2_23.36%_SMS_500MB_PORT	OCT 2		
	OCT3_22.39%_SMS_500MB_PORT	OCT 3		
	OCT4_15.51%_SMS_500MB_PORT	OCT 4		

**OI CONTA TOTAL SMARTPHONE - SEM DACC + DDD - PORT**

<b>GRUPO 1: AM e AP</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_PORT_DACC_NAT13_ZC_G1_SMS_500MB_LD	OCTLight_40.21%_SMS_500MB_PORT_LD_DACC	OCT light	Aparelho	Canal local
	OCT2+_23.07%_SMS_500MB_PORT_LD_DACC	OCT 2 +		
	OCT3+_22.20%_SMS_500MB_PORT_LD_DACC	OCT 3 +		
	OCT4+_15.70%_SMS_500MB_PORT_LD_DACC	OCT 4 +		

<b>GRUPO 2: Demais UF's (exceto AM e AP)</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_PORT_DACC_NAT13_ZC_G2_SMS_500MB_LD	OCTLight_19.08%_SMS_500MB_PORT_LD_DACC	OCT light	Aparelho	Canal local
	OCT2+_23.07%_SMS_500MB_PORT_LD_DACC	OCT 2 +		
	OCT3+_22.20%_SMS_500MB_PORT_LD_DACC	OCT 3 +		
	OCT4+_15.70%_SMS_500MB_PORT_LD_DACC	OCT 4 +		

**OI CONTA TOTAL SMARTPHONE - COM DACC - UP**

<b>GRUPO 1: AM e AP</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_UP_DACC_NAT13_ZC_G1_SMS_500MB	OCTLight_47.46%_SMS_UP_DACC_500MB	OCT light	Aparelho	Canal local
	OCT2_29.56%_SMS_UP_DACC_500MB	OCT 2		
	OCT3_28.13%_SMS_UP_DACC_500MB	OCT 3		
	OCT4_23.82%_SMS_UP_DACC_500MB	OCT 4		

<b>GRUPO 2: Demais UF's (exceto AM e AP)</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_UP_DACC_NAT13_ZC_G2_SMS_500MB	OCTLight_28.88%_SMS_UP_DACC_500MB	OCT light	Aparelho	Canal local
	OCT2_23.36%_SMS_UP_DACC_500MB	OCT 2		
	OCT3_22.39%_SMS_UP_DACC_500MB	OCT 3		
	OCT4_15.51%_SMS_UP_DACC_500MB	OCT 4		

**OI CONTA TOTAL SMARTPHONE - COM DACC + DDD - UP**

<b>GRUPO 1: AM e AP</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_UP_NAT13_ZC_G1_SMS_500MB_LD	OCTLight_40.21%_SMS_UP_DACC_500MB_LD	OCT light	Aparelho	Canal local
	OCT2+_23.07%_SMS_UP_DACC_500MB_LD	OCT 2 +		
	OCT3+_22.20%_SMS_UP_DACC_500MB_LD	OCT 3 +		
	OCT4+_15.70%_SMS_UP_DACC_500MB_LD	OCT 4 +		

<b>GRUPO 2: Demais UF's (exceto AM e AP)</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_UP_NAT13_ZC_G2_SMS_500MB_LD	OCTLight_19.08%_SMS_UP_DACC_500MB_LD	OCT light	Aparelho	Canal local
	OCT2+_23.07%_SMS_UP_DACC_500MB_LD	OCT 2 +		
	OCT3+_22.20%_SMS_UP_DACC_500MB_LD	OCT 3 +		
	OCT4+_15.70%_SMS_UP_DACC_500MB_LD	OCT 4 +		

**OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB - PORT**

<b>GRUPO 1: AM e AP</b>				
<b>CAMPANHA</b>	<b>OFERTA</b>	<b>PLANO</b>	<b>Multa</b>	<b>Canal</b>
OCT_SUB_PORT_DACC_NAT13_ZC_G1_SMS_5GB	OCTLight_38.40%_SMS_5GB_PORT_DACC	OCT light	Aparelho	Canal local
	OCT2_21.74%_SMS_5GB_PORT_DACC	OCT 2		
	OCT3_22.43%_SMS_5GB_PORT_DACC	OCT 3		
	OCT4_19.34%_SMS_5GB_PORT_DACC	OCT 4		

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

OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB + DDD - PORT				
GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_DACC_NAT13_ZC_G2_SMS_5GB	OCTLight_16.62%_SMS_5GB_PORT_DACC	OCT light	Aparelho	Canal local
	OCT2_14.85%_SMS_5GB_PORT_DACC	OCT 2		
	OCT3_16.23%_SMS_5GB_PORT_DACC	OCT 3		
	OCT4_10.54%_SMS_5GB_PORT_DACC	OCT 4		
GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_DACC_NAT13_ZC_G1_SMS_5GB	OCTLight_38.40%_SMS_5GB_PORT_DACC	OCT light	Aparelho	Canal local
	OCT2_21.74%_SMS_5GB_PORT_DACC	OCT 2 +		
	OCT3_22.43%_SMS_5GB_PORT_DACC	OCT 3 +		
	OCT4_19.34%_SMS_5GB_PORT_DACC	OCT 4 +		
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_DACC_NAT13_ZC_G2_SMS_5GB	OCTLight_16.62%_SMS_5GB_PORT_DACC	OCT light	Aparelho	Canal local
	OCT2_14.85%_SMS_5GB_PORT_DACC	OCT 2 +		
	OCT3_16.23%_SMS_5GB_PORT_DACC	OCT 3 +		
	OCT4_10.54%_SMS_5GB_PORT_DACC	OCT 4 +		

OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB - UP				
GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G1_SMS_5GB	OCTLight_38.40%_SMS_UP_DACC_5GB	OCT light	Aparelho	Canal local
	OCT2_21.74%_SMS_UP_DACC_5GB	OCT 2		
	OCT3_22.43%_SMS_UP_DACC_5GB	OCT 3		
	OCT4_19.34%_SMS_UP_DACC_5GB	OCT 4		
GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G2_SMS_5GB	OCTLight_16.62%_SMS_UP_DACC_5GB	OCT light	Aparelho	Canal local
	OCT2_14.85%_SMS_UP_DACC_5GB	OCT 2		
	OCT3_16.23%_SMS_UP_DACC_5GB	OCT 3		
	OCT4_10.54%_SMS_UP_DACC_5GB	OCT 4		
OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB + DDD - UP				
GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G1_SMS_5GB_LD	OCTLight_31.15%_SMS_UP_DACC_5GB_LD	OCT light	Aparelho	Canal local
	OCT2+_15.22%_SMS_UP_DACC_5GB_LD	OCT 2 +		
	OCT3+_16.39%_SMS_5GB_UP_LD_DACC	OCT 3 +		
	OCT4+_10.97%_SMS_5GB_UP_LD_DACC	OCT 4 +		
GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G2_SMS_5GB_LD	OCTLight_6.81%_SMS_5GB_UP_LD_DACC	OCT light	Aparelho	Canal local
	OCT2+_15.22%_SMS_5GB_UP_LD_DACC	OCT 2 +		
	OCT3+_16.39%_SMS_5GB_UP_LD_DACC	OCT 3 +		
	OCT4+_10.97%_SMS_5GB_UP_LD_DACC	OCT 4 +		

OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB (CIDADES 4G) - PORT				
GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_DACC_NAT13_ZC_G1_SMS_5GB_4G	OCTLight_38.40%_SMS_5GB_PORT_DACC_4G	OCT light	Aparelho	Canal local
	OCT2_21.74%_SMS_5GB_PORT_DACC_4G	OCT 2		
	OCT3_22.43%_SMS_5GB_PORT_DACC_4G	OCT 3		
	OCT4_19.34%_SMS_5GB_PORT_DACC_4G	OCT 4		
GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_DACC_NAT13_ZC_G2_SMS_5GB_4G	OCTLight_16.62%_SMS_5GB_PORT_DACC_4G	OCT light	Aparelho	Canal local
	OCT2_14.85%_SMS_5GB_PORT_DACC_4G	OCT 2		
	OCT3_16.23%_SMS_5GB_PORT_DACC_4G	OCT 3		
	OCT4_10.54%_SMS_5GB_PORT_DACC_4G	OCT 4		
OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB + DDD (CIDADES 4G) - PORT				
GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_DACC_NAT13_ZC_G1_SMS_5GB_4G_LD	OCTLight_31.15%_SMS_5GB_PORT_LD_DACC_4G	OCT light	Aparelho	Canal local
	OCT2+_15.22%_SMS_5GB_PORT_LD_DACC_4G	OCT 2 +		

	OCT3+ 16.39% SMS_5GB_PORT_LD_DACC_4G	OCT 3 +		Canal local
	OCT4+ 10.97% SMS_5GB_PORT_LD_DACC_4G	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_PORT_DACC_NAT13_ZC_G2_SMS_5GB_4G_LD	OCTLight 6.81% SMS_5GB_PORT_LD_DACC_4G	OCT light	Aparelho	Canal local
	OCT2+ 15.22% SMS_5GB_PORT_LD_DACC_4G	OCT 2 +		
	OCT3+ 16.39% SMS_5GB_PORT_LD_DACC_4G	OCT 3 +		
	OCT4+ 10.97% SMS_5GB_PORT_LD_DACC_4G	OCT 4 +		

**OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB (CIDADES 4G) - UP**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G1_SMS_5GB_4G	OCTLight 38.40% SMS_UP_DACC_5GB_4G	OCT light	Aparelho	Canal local
	OCT2 21.74% SMS_UP_DACC_5GB_4G	OCT 2		
	OCT3 22.43% SMS_UP_DACC_5GB_4G	OCT 3		
	OCT4 19.34% SMS_UP_DACC_5GB_4G	OCT 4		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G2_SMS_5GB_4G	OCTLight 16.62% SMS_UP_DACC_5GB_4G	OCT light	Aparelho	Canal local
	OCT2 14.85% SMS_UP_DACC_5GB_4G	OCT 2		
	OCT3 16.23% SMS_UP_DACC_5GB_4G	OCT 3		
	OCT4 10.54% SMS_UP_DACC_5GB_4G	OCT 4		

**OI CONTA TOTAL SMARTPHONE - COM DACC - 5GB + DDD (CIDADES 4G) - UP**

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G1_SMS_5GB_4G_LD	OCTLight 31.15% SMS_UP_DACC_5GB_LD_4G	OCT light	Aparelho	Canal local
	OCT2+ 15.22% SMS_UP_DACC_5GB_LD_4G	OCT 2 +		
	OCT3+ 16.39% SMS_UP_DACC_5GB_LD_4G	OCT 3 +		
	OCT4+ 10.97% SMS_UP_DACC_5GB_LD_4G	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUB_UP_DACC_NAT13_ZC_G2_SMS_5GB_4G_LD	OCTLight 6.81% SMS_UP_DACC_5GB_LD_4G	OCT light	Aparelho	Canal local
	OCT2+ 15.22% SMS_UP_DACC_5GB_LD_4G	OCT 2 +		
	OCT3+ 16.39% SMS_UP_DACC_5GB_LD_4G	OCT 3 +		
	OCT4+ 10.97% SMS_UP_DACC_5GB_LD_4G	OCT 4 +		





