

CAMPANHAS OCT OFERTA NATAL 2013

OI CONTA TOTAL SMARTPHONE - SEM DACC - SUB-MIG

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G1_SMS_500MB	OCTlight_43.84%_SMS_SUB_MIG_500MB	OCT light	Sem Multa	Hotline
	OCT2_26.43%_SMS_SUB_MIG_500MB	OCT 2		
	OCT3_25.85%_SMS_SUB_MIG_500MB	OCT 3		
	OCT4_22.03%_SMS_SUB_MIG_500MB	OCT 4		

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

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G2_SMS_500MB	OCTlight_23.97%_SMS_SUB_MIG_500MB	OCT light	Sem Multa	Hotline
	OCT2_19.96%_SMS_SUB_MIG_500MB	OCT 2		
	OCT3_19.92%_SMS_SUB_MIG_500MB	OCT 3		
	OCT4_13.52%_SMS_SUB_MIG_500MB	OCT 4		

OI CONTA TOTAL SMARTPHONE - SEM DACC + DDD - SUB-MIG

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G1_SMS_LD_500MB	OCTlight_36.59%_SMS_SUB_MIG_500MB_LD	OCT light	Sem Multa	Hotline
	OCT2+_19.93%_SMS_SUB_MIG_500MB_LD	OCT 2 +		
	OCT3+_19.87%_SMS_SUB_MIG_500MB_LD	OCT 3 +		
	OCT4+_13.81%_SMS_SUB_MIG_500MB_LD	OCT 4 +		

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

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G2_SMS_LD_500MB	OCTlight_14.17%_SMS_SUB_MIG_500MB_LD	OCT light	Sem Multa	Hotline
	OCT2+_19.93%_SMS_SUB_MIG_500MB_LD	OCT 2 +		
	OCT3+_19.87%_SMS_SUB_MIG_500MB_LD	OCT 3 +		
	OCT4+_13.81%_SMS_SUB_MIG_500MB_LD	OCT 4 +		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB - SUB-MIG

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G1_SMS_5GB	OCTlight_34.77%_SMS_SUB_MIG_5GB	OCT light	Sem Multa	Hotline
	OCT2_18.60%_SMS_SUB_MIG_5GB	OCT 2		
	OCT3_20.14%_SMS_SUB_MIG_5GB	OCT 3		
	OCT4_17.54%_SMS_SUB_MIG_5GB	OCT 4		

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

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G2_SMS_5GB	OCTlight_11.71%_SMS_SUB_MIG_5GB	OCT light	Sem Multa	Hotline
	OCT2_11.44%_SMS_SUB_MIG_5GB	OCT 2		
	OCT3_13.76%_SMS_SUB_MIG_5GB	OCT 3		
	OCT4_8.55%_SMS_SUB_MIG_5GB	OCT 4		

OI CONTA TOTAL SMARTPHONE - SEM DACC - 5GB + DDD - SUB-MIG

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G1_SMS_5GB_LD	OCTlight_27.52%_SMS_SUB_MIG_5GB_LD	OCT light	Sem Multa	Hotline
	OCT2+_12.08%_SMS_SUB_MIG_5GB_LD	OCT 2 +		
	OCT3+_14.06%_SMS_SUB_MIG_5GB_LD	OCT 3 +		
	OCT4+_9.07%_SMS_SUB_MIG_5GB_LD	OCT 4 +		

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

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G2_SMS_5GB_LD	OCTlight_1.90%_SMS_SUB_MIG_5GB_LD	OCT light	Sem Multa	Hotline
	OCT2+_12.08%_SMS_SUB_MIG_5GB_LD	OCT 2 +		
	OCT3+_14.07%_SMS_SUB_MIG_5GB_LD	OCT 3 +		
	OCT4+_9.07%_SMS_SUB_MIG_5GB_LD	OCT 4 +		

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

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G1_SMS_5GB_4G	OCTlight_34.78%_SMS_SUB_MIG_5GB_4G	OCT light	Sem Multa	Hotline
	OCT2_18.60%_SMS_SUB_MIG_5GB_4G	OCT 2		
	OCT3_20.15%_SMS_SUB_MIG_5GB_4G	OCT 3		
	OCT4_17.55%_SMS_SUB_MIG_5GB_4G	OCT 4		

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

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G2_SMS_5GB_4G	OCTlight_11.71%_SMS_SUB_MIG_5GB_4G	OCT light	Sem Multa	Hotline
	OCT2_11.44%_SMS_SUB_MIG_5GB_4G	OCT 2		
	OCT3_13.76%_SMS_SUB_MIG_5GB_4G	OCT 3		
	OCT4_8.55%_SMS_SUB_MIG_5GB_4G	OCT 4		

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

GRUPO 1: AM e AP				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G1_LD_SMS_5GB_4G	OCTlight_27.53%_SMS_SUB_MIG_5GB_LD_4G	OCT light	Sem Multa	Hotline
	OCT2+_12.08%_SMS_SUB_MIG_5GB_LD_4G	OCT 2 +		
	OCT3+_14.07%_SMS_SUB_MIG_5GB_LD_4G	OCT 3 +		
	OCT4+_9.07%_SMS_SUB_MIG_5GB_LD_4G	OCT 4 +		

GRUPO 2: Demais UF's (exceto AM e AP)				
CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_SUBMIG_NAT13_ZC_G2_LD_SMS_5GB_4G	OCTlight_1.90%_SMS_SUB_MIG_5GB_LD_4G	OCT light	Sem Multa	Hotline
	OCT2+_12.08%_SMS_SUB_MIG_5GB_LD_4G	OCT 2 +		
	OCT3+_14.07%_SMS_SUB_MIG_5GB_LD_4G	OCT 3 +		
	OCT4+_9.07%_SMS_SUB_MIG_5GB_LD_4G	OCT 4 +		

